From June 26th till July 14th, 2015, OPIOM Gallery is pleased to present in its pop-up space in Saint Tropez and for the first time in France « BEFORE THEY PASS AWAY », a selection of photographs of vibrant tribal cultures taken by British photographer Jimmy Nelson during his four years journey around the globe.

Following its acclaimed success in New York, London, Brussels, Berlin and Stockholm, the exhibition will then be hosted at OPIOM Gallery in Opio from July 22nd till September 30th, 2015.

BEFORE THEY PASS AWAY  Exhibition Dates

26.06 - 14.07.2015
Pop Up OPIOM Gallery @ Lavoir Vasserot
1 Rue Joseph Quaranta, 83990 Saint Tropez

Opening Friday, June 26th - 6pm

22.07 - 30.09.2015
OPIOM Gallery
11 Chemin du village, 06650 Opio

Opening Wednesday, July 22nd - 6pm
in presence of the artist

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The title of Nelson’s project, *BEFORE THEY PASS AWAY*, is intended to act as a controversial catalyst for further discussions about the perennity of these ancient cultures in our contemporary times. Indeed, between 2010 & 2013, Jimmy Nelson travelled the world to document thirty-five of some of the most fantastic indigenous cultures on the planet. While not a scientist, he can be considered a self-trained ethnologist and visual anthropologist who, through curiosity, is looking for answers. While travelling the world, he soon realized his camera was the perfect connector for making contact and building close friendships with the most culturally distant people. He therefore embarked his traditional 5 x 4 plate Field camera to capture their emotional and spiritual lives via the recording of their painted faces, scarified bodies, jewellery, extravagant hairstyles and ritual languages.

Through this process, he wanted to put focus on the fascinating cultural span he’s encountered and highlight their historical roots and symbolic depth. There is pure beauty in these tribes’ goals and family ties, their beliefs in gods and nature, and their will to do the right thing in order to be taken care of when their time comes. Whether in Papua New Guinea or in Kazakhstan, in Ethiopia or in Siberia, they are the last resorts of natural authenticity.

Beyond his position as a witness, Jimmy Nelson ultimately intended his project to be an ambitious aesthetic photographic record that would stand the test of time. It forces us to see, to understand and to remember, *Before They Pass Away.*
Jimmy Nelson (Sevenoaks, Kent, 1967) started working as a photographer in 1987. Having spent 10 years at a Jesuit boarding school in the North of England, he set off on his own to traverse the length of Tibet on foot. The journey lasted a year and upon his return his unique visual diary, featuring revealing images of a previously inaccessible Tibet, was published to wide international acclaim. Soon after, he was commissioned to cover a variety of culturally newsworthy themes, ranging from the Russian involvement in Afghanistan and the ongoing strife between India and Pakistan in Kashmir to the beginning of the war in former Yugoslavia.

In early 1994 he and his Dutch wife produced Literary Portraits of China, a 30 month project that brought them to all the hidden corners of the newly opening People’s Republic. Upon its completion the images were exhibited in the People’s Palace on Tiananmen Square, Beijing, and then followed by a worldwide tour.

From 1997 onwards Jimmy began to successfully undertake commercial advertising assignments for many of the world’s leading brands. At the same time he started accumulating images of remote and unique cultures photographed with a traditional 50-year-old plate camera. Many awards followed. When he started to successfully and internationally exhibit and sell these images, this created the subsequent momentum and enthusiasm for the initiation of Before They Pass Away.