

MARCO PIETRACUPA

Interview JOLIJN SNIJDERS Photos by MARCO PIETRACUPA

Marco Pietracupa, was born in Brixen, South Tirol in Italy. Marco works as a photographer mainly in fashion, portrait and art. He has held several exhibitions and works for magazines such as BMM, French, FHM Collections, Grey, Hercules, L'Uomo Vogue, Vogue Gioiello, Rolling Stone, to name a few. We love him because his typical hard flash style of photography is never dull, but always on point, colorful and refreshing!

How did you start your career as a photographer?

It was my favorite hobby since I was a teenager, even well before then. When I was 26 years old I decided to leave my secure job and moved to Milan to attend a photography school. And I never looked back.

After two years of photography school I started working by taking pictures of models for their portfolios and that is also how I started my first book. I then started to introduce myself to various editorial offices and photographers' agencies. I started doing small jobs and, step by step, I was handed main editorials and more important jobs and so on

How would you describe your style?

My style is linked to taking a picture as a memory and therefore inside it includes the snapshot and the reportage, all moulded and growing with the evolving time. It is a mix of photographic memories, reportage, snap shot, with a light hint of eroticism, irony and provocation which also shows my way of perceiving the sense of life.

Do you remember the first photo you took and really loved?

The first picture that I took, this one is my favorite, and it's actually my first photo. Unfortunately I can't find

it anymore but is imprinted in my mind, when I was 6 years old and my sister was 10.

I had my sister standing in the living against the wall under a large window, where there was a lot of light that came through, she was wearing clogs with red socks that reached up to her knees, and she had a skirt that reached well above the knees, with very tight striped sweater.

She had very long straight dark blond hair, that she wore parted in the middle with an expression that I often find in my photographs especially in the casting pictures I take, an expression just before posing, its naïve, true, and also a little surprised, it is an expression which has to be shot and you will trace this expression in photography only if you steal it.

Tell me more about your personal projects?

I have a few different plans. I can tell you that right now in particular I'm working on a personal project that I will be exhibited. It will be a kind of retrospective, and also a part of my work divided into three parts, which contemplates out of the photos that I took within my four walls: the private, my research and the casting, all taken from and seen as ironic, surreal and with a lot of nudity.



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What are your thoughts about Fashion?

I think that fashion has an important role in society to create the group, And even if not many want to admit it, it’s that which also creates a distinction between the social classes. For the rest I think it just seems like entertainment and luxury.

Can you tell us more about your love for sharp images or your view on the snap-shot?

Well, in my opinion a strong image is a question of your character or it is linked to an experience that connects you in creating a strong image, it’s not something forced, it’s natural. Taking a snap shot has exactly that feature of making an image more real, because it’s linked to the characteristics of a reportage or story. That is something I like.

What would be your ultimate project?

To create culture and to give an important contribution to the development of photography.

Who inspires you?

All images impress me and always give me new inspirations. And also Valentino Rossi inspires me...

Any upcoming projects you are looking forward to?

I have some projects that I have already shot on which I would like to continue to work on. There are many ideas for new projects but none of them excites me to a point that I could say: that’s it!

What do you like most about being a photographer?

A photographer has the power to communicate emotions, feelings and light up peoples minds. Telling a story, meeting all types of people, going to places and locations that normally you wouldn’t see and would never had expected to see, to communicate, to educate and.... women will take off their clothes for you! :)

What are you most proud of?

I am proud to have two children and that I managed to get where I am today, having started from nothing and that I’m continuing my career. Having a career keeps me going, it gives me a lot of satisfaction, and also some apprehensions.

Do your photos usually rely on a narrative?

Yes, I like the fact of being able to tell a story and I always try to add that element in my stories or projects, because it makes the photo more vivid, more human, more real, even though in fashion it’s sometimes difficult ... then I try to create a situation where there is something to tell.

What inspires you the most?

Nothing in particular, there are various things and situations that inspire me.

A few people that you would like to work with?

Well I can’t say anyone in particular and on the other side there are a lot of them! Obviously I like to work with people that give me a lot and who can transmit emotions. Unfortunately you can’t know this before working together. It’s not about

wether or not these people are famous or well known, in fact I have experienced that in some situations they are boring. For example I shot some nude photographs of my family and it was more exciting then shooting a famous artist or soccerstar!

Favorite quote?

Carpe diem: translated in photography, and then I also like this: Beauty is the splendor of truth, the splendor seduces all, it is for this that art is universal. (Gaudi).

So tell me more about your work flow process?

I mainly shoot what’s around me, what surrounds me including who comes towards me. What is then proposed to me, if I like it and I feel it, it is a pleasure for me to photograph. If not, then I consider it a challenge and I interpret it in my own way. It’s then that so many projects begin which I want to develop. I’m not a lover of long term projects such as shooting a long period of time nothing but trees, this would bore me. I like to change quick. To leave the next thing I photograph up to chance, it’s a lot more exciting that way.

For now I shoot fashion, portraits and my artistic research, they are the three things that are the most important to me.

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