



PHILIP RHYS MATTHEWS
Critical Mass

Front cover:

Super Nation (detail)

Giclée Hahnemühle Pearl Photographic Print

28 x 44 in

Edition of 2 + 2 Artist's Proofs



PHILIP RHYS MATTHEWS

Critical Mass

A Selling Exhibition

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Philip Rhys Matthews is a photographer blending the boundaries between fashion and fine art photography. His work explores critical issues and questions the world in which we live, through clothing and costume.

"I've always been interested in how our world works and in a lot of cases, how it doesn't. Most of my projects are largely informed by current events, scientific breakthroughs, global concepts, anything that shapes our world and deserves examination. If I can take that information and present it in an interesting way then hopefully I've created something meaningful and engaging."

Philip Rhys Matthews

Matthews continues to work for a London studio on advertising campaigns alongside working on freelance fashion editorials. 2015 saw him earn his first magazine cover. 'Critical Mass' is his second solo show with GX Gallery.

Critical Mass

"The power of population is indefinitely greater than the power in the earth to produce subsistence for man."

Thomas Robert Malthus, 1798

In 2010, the official UN figures showed a world population of 6,895,899,000. By 2050 The United Nations and Population Reference Bureau estimate a population of 9 billion. With resources pushed to the limit, sustaining a population of this size will require massive change in industry and agriculture and will require us to dramatically change our way of life.

Advances in Agricultural productivity have so far allayed global fears of famine. The agronomist Norman Borlaug who led the "Green Revolution" introduced disease resistant crops and modern farming techniques to developing nations in the mid 20th century. This averted major food shortages allowing nations to more than double their crop yields. However According to NASA Scientist Doctor Molly Brown, who uses satellite imagery to monitor the world production of food "We are currently using 30–40% of the entire lands surface... Globally we are beginning to see a leveling off of agricultural production".

Many governments have leased undeveloped agricultural land from other countries to produce food for their own nation. China is the most notable with 'land grab' deals being struck with Kazakhstan, Sudan, Cameroon, Angola, Zimbabwe, Mozambique, Brazil and Mexico. Many countries taking part are in Africa and receive international food aid, which seems paradoxical; a struggling nation exporting food.

With agricultural methods throughout much of the world working to almost full capacity, we encounter another problem. Water is essential for all life on earth and to irrigate crops requires huge amounts. The Aral Sea in Central Asia was once the 4th largest lake in the world, but satellite images show its dramatic shrinkage due to water being diverted to irrigate cotton fields and crops. This worrying example illustrates the immediate problem of this precious and finite resource. As David Attenborough states..."With Groundwater levels declining across the world from North Africa to China, pollution of rivers and Wetlands are on the increase, and already today more than 1.2 billion people living with water scarcity, our prospects for providing water to nearly 3 billion more people does not look good".

Oil plays an essential role in agricultural production and industry. With demand outstripping supply and a global leveling off of oil supplies, our reliance on this this once seemingly unlimited resource has thrown the future into uncertainty. "The growing sense of vulnerability arising from increased dependence on oil imports has heightened the geopolitical scramble on the part of China, India and the United States for scarce oil resources" (Nan Li). Oil security is at the forefront of foreign policy and finding new sources of sustainable energy is becoming a priority of governments around the world.

"We could just let capitalism solve the problem. Capitalism is ruthless. There's no compassion in capitalism. If we end up with too many people on this earth I can tell you people will starve.... What will happen before the food runs out? The costs will go up...How will you feel or your grandchildren feel about buying food from countries where people are starving to death?" - Dick Smith.

It is clear that at the current rate that the world population is expanding, the journey we must undertake to avert disaster is an urgent one. To simply do nothing will result in global famine and the collapse of modern life. With so many variables to the equation, a course of action is needed to prevent the problems we face, rather than deal with the ever-worsening symptoms. What those actions are will be controversial and will affect us all.



Man

Giclée Hahnemühle Pearl Photographic Print

30 x 20 in

Edition of 2 + 2 Artist's Proofs

Oil

Giclée Hahnemühle Pearl Photographic Print

26 x 40 in

Edition of 2 + 2 Artist's Proofs





Balance

Giclée Hahnemühle Pearl Photographic Print
30 x 20 in
Edition of 2 + 2 Artist's Proofs



Super Nation

Giclée Hahnemühle Pearl Photographic Print
28 x 44 in
Edition of 2 + 2 Artist's Proofs



The Old Religion

Giclée Hahnemühle Pearl Photographic Print
40 x 26 in
Edition of 2 + 2 Artist's Proofs



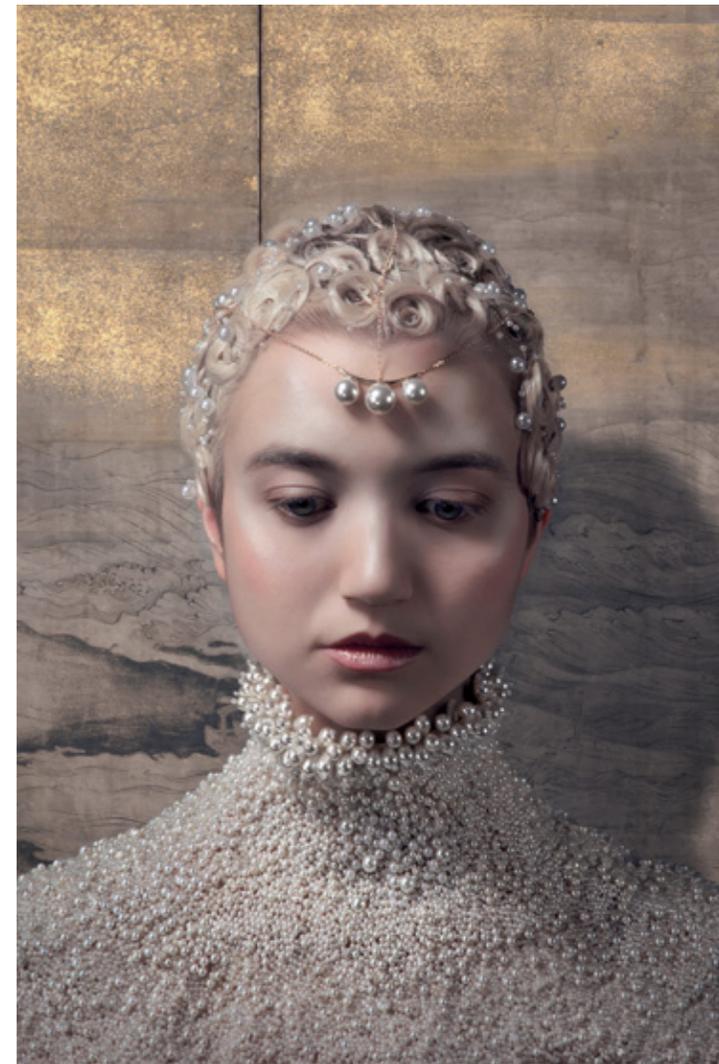
The Harvest of Nations

Giclée Hahnemühle Pearl Photographic Print
31 x 44 in
Edition of 2 + 2 Artist's Proofs



The Spring

Giclée Hahnemühle Pearl Photographic Print
40 x 26 in
Edition of 2 + 2 Artist's Proofs



Water

Giclée Hahnemühle Pearl Photographic Print
30 x 20 in
Edition of 2 + 2 Artist's Proofs

PHILIP RHYS MATTHEWS

Selected CV

- 2006 - 2009 Achieved a BA (Hons) in Illustration from University College Falmouth
- 2011 - 2012 Achieved an MA in Fashion Photography from London College of Fashion
- 2012 The Body Sacred, Group Exhibition at Xcentricity Gallery, Denver, USA
- 2013 UAL Xhibit 13', Touring Group Exhibition, London
- 2013 Float Art, Group, Exhibition at Dixie Queen, Butler's Wharf, London
- 2013 'So Show Me' and 'Sample', Group Exhibitions at The Printspace, London
- 2013 Exhibited at AAF, Hampstead, London
- 2013 Winner of the UAL Xhibit prize
- 2013 Awarded The Printspace Fashion Photo Award
- 2013 Fiscal Cure Fiscal Cancer, Solo Exhibition at GX Gallery, London
- 2015 Costume At The Turn of The Century 1990 - 2005
Group Exhibition at AA. Bakhrushin
State Central Theatre Museum, Moscow



GX Gallery, established 2001, is a leading contemporary art gallery in London, representing emerging and established artists. The gallery has a regular programme of solo and group exhibitions through the year at the gallery and art fairs. Located in the heart of Camberwell, GX Gallery is within walking distance of the South London Gallery (SLG) and Camberwell College of Arts (UAL).

GX Framing offers museum-quality bespoke framing.
www.gxframing.com

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