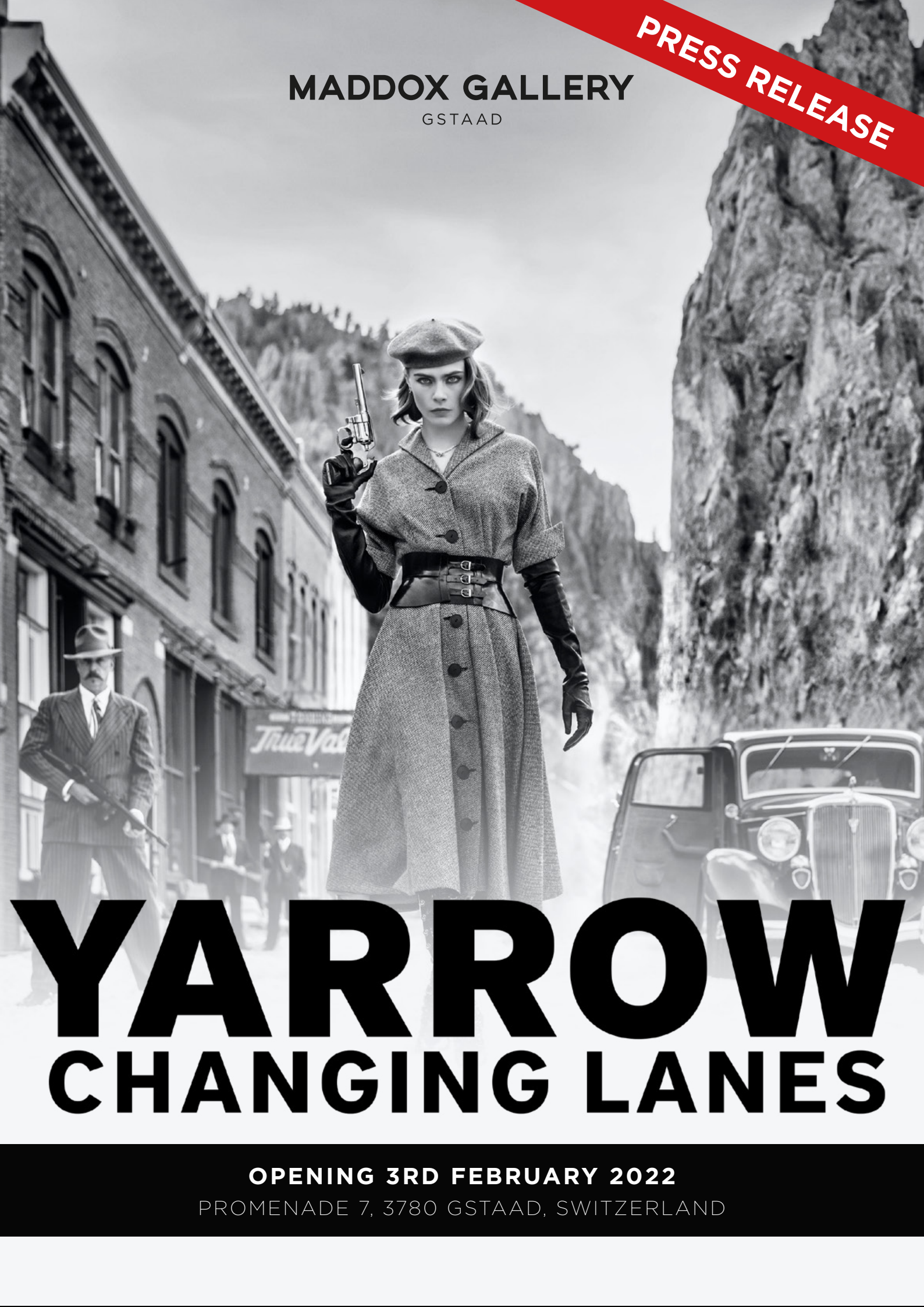


**MADDOX GALLERY**  
GSTAAD

**PRESS RELEASE**



# **YARROW**

## **CHANGING LANES**

**OPENING 3RD FEBRUARY 2022**

PROMENADE 7, 3780 GSTAAD, SWITZERLAND

# MADDOX GALLERY

GSTAAD

PRESS RELEASE

**MEDIA ALERT**  
**FOR IMMEDIATE RELEASE**

## **MADDOX GALLERY BRING 'CHANGING LANES', THE LATEST SOLO EXHIBITION BY DAVID YARROW TO GSTAAD**

OPENING 3<sup>rd</sup> FEBRUARY 2022



1992, by David Yarrow. Featuring Cindy Crawford. Image Courtesy of David Yarrow Photography and Maddox Gallery.

Following huge success at Maddox Gallery London in November 2021, Maddox Gallery is pleased to bring 'Changing Lanes', the latest solo exhibition by contemporary photographic artist, David Yarrow, to Gstaad.

Presenting a variety of works captured throughout the pandemic, 'Changing Lanes' is at once an anthology to the Wild West and an homage to the very best in dramatic cinema. With many of the featured images being inspired by Hollywood hits – from *American Beauty* and *Fargo*, to *Thelma & Louise* and *Bonnie and Clyde* – 'Changing Lanes' takes the signature storytelling of David Yarrow to a new level with an array of icons, including Cindy Crawford, Cara Delevingne, Ciara and Russell Wilson.

Acting as a metaphor for David Yarrow's evolution as a contemporary artist, 'Changing Lanes' marks a shift in focus from the art of capturing the natural world to the power of visual storytelling. With all featured images of the wild being punctuated by the narrative of the mythical cowboy or the final frontier, David Yarrow's latest work plays with cultural iconography, transcending borders and transporting viewers beyond to a world where sublime natural beauty, history and cinematic drama collide.

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**PRESS RELEASE**



*‘Storytelling, whether behind the scenes or within the photograph itself, has always been a vital component to my work and Changing Lanes is representative of that. There are so many photographs that I’ve taken in the last year that I don’t think I could have made a couple of years ago. I have always fought for my work with wildlife to offer a little more, but in many ways, my latest images have been even more of a challenge because the stakes are much higher. There are so many moving parts, multiple characters and so many talented people not to let down; it’s a style of photography that I’ve found to be so exciting’.*

DAVID YARROW

**PRESS RELEASE**

# MADDOX GALLERY

GSTAAD

***‘David has an exceptional talent for capturing one-of-a-kind and era defining moments. His commitment to his craft has seen him endure frostbite in an effort to get the perfect shot, and his latest body of work is no different. David persisted throughout the pandemic, shooting within the Americas as much as feasibly possible to create a collection of images that are as visually arresting and storytelling as those shot when the world was entirely open. We’re excited to be bringing his latest show, Changing Lanes, to our gallery in Gstaad and to share the stories behind another iconic collection of photographs’.***

JAY RUTLAND  
MADDOX GALLERY CREATIVE DIRECTOR



**OPENING 3RD FEBRUARY 2022**

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# MADDOX GALLERY

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AMERICAN BEAUTY, 2021



GO WEST YOUNG MAN, 2021



IRON HORSE II, 2021



ICE AGE, 2019



ONCE UPON A TIME IN THE WEST, 2019



BONNIE, 2021



HOMELAND, 2020



GET THE F\*\*\* OFF MY BOAT II, 2021



BUFFALO SOLDIER, 2021



THE WOLVES OF WALL STREET II, 2021



REMAINS OF THE DAY, 2021



FRIDAY NIGHT AT THE PIONEER, 2021



THE BILLS II, 2021



ON THE ROAD AGAIN, 2020

# MADDOX GALLERY

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As part of the exhibition, an image captured in collaboration with wildlife conservationist and media personality, Kevin Richardson, will be shown in aid of the Kevin Richardson Foundation, a charity supporting the protection and conservation of the lion population. Taken in South Africa and entitled 'Catwalk', the photograph features an adult male lion called Vayetse surrounded by Zulu tribespeople. With both David Yarrow and Maddox Gallery contributing a percentage of the proceeds to the charity, the total donation on sell out of all editions will total to £120,000.

On creating and capturing the image, David Yarrow commented "In building the story, my instincts were to play on the vibe of a Paris Catwalk - after all, we had access not just to any cat to strut down our catwalk, but the King of Africa; a magnificent adult male lion. I have been to enough fashion shows in my life to know that it's a theatre and the attendees tend to be united in their passion and behaviour. There may be more cultural refinement in the Paris fashion shows than at a club football match, but both theatres attract collective tribes".

Kevin Richardson also added "The image is a metaphor for a time when lions will be admired and photographed by all, just the same as a model on a catwalk is; a time when a lion can strut its stuff without fearing for its life. I am hoping that this image will stimulate the imagination of all who are lucky enough to see it in the flesh and perhaps understand how important it is for us to protect 'The King of the Jungle' for future generations to come".

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## ABOUT DAVID YARROW

Scottish photographer David Yarrow is a pioneer of fine art photography, known for visiting isolated locations and communities to capture the sublime beauty of the natural world. His dramatic and highly evocative images, usually black and white, fuse the knowledgeable approach of David Attenborough with Ridley Scott's visual drama and the exquisite composition of Ansel Adams. His photographs fetch high prices across international auction houses, making Yarrow one of the most coveted photographers alive today. He has equally shown an unchanging commitment to charitable causes and protecting wildlife through fundraising for various NGOs and the British NHS.

[@davidyarrow](#)

## ABOUT MADDOX GALLERY

Founded in 2015, Maddox Gallery has quickly established itself as an international powerhouse within the world of contemporary and modern art. With five locations in London, Gstaad and Los Angeles showcasing some of the most respected blue-chip, established and emerging artists, our galleries are welcoming spaces in which both seasoned and aspiring collectors can immerse themselves in the art world.

Exhibiting artworks by some of the most talented emerging artists of today, including The Connor Brothers, Bradley Theodore and Joseph Klibansky, we are dedicated to supporting the work of the artists within the Maddox Gallery group. Alongside established names like RETNA and David Yarrow, to world-renowned figures such as Banksy, KAWS, Jean-Michel Basquiat and Keith Haring, our galleries have become central London hubs for both artists and art-enthusiasts alike.

[@maddoxgallery](#)

## ABOUT THE KEVIN RICHARDSON FOUNDATION & WILDLIFE SANCTUARY

The Kevin Richardson Wildlife Sanctuary's mission is to provide a self-sustaining African carnivore sanctuary for the purposes of wild species preservation. Through education, outreach and funding, our mission is to bring awareness to the rapid decline of large carnivores in Africa due to habitat loss, human-predator conflict, the illegal bush meat trade, unscrupulous hunting, disease, and illegal trade.

[@lionwhisperersa](#)



FARGO - (JOSIE), 2020



NO CURRENCY, 2021



BONNIE, 2021

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'Changing Lanes' will be available to view from the 3rd February at Maddox Gallery, Promenade 7, 3780, Gstaad as well as online at [www.maddoxgallery.com](http://www.maddoxgallery.com)

Visitors will also have the opportunity to meet the artist, David Yarrow, at the gallery on Wednesday 16th February and Thursday 17th February at 6pm. Admission is free and all are welcome.

A black and white photograph of two bison running through a snowy field. The bison are in the foreground, facing the camera, with their heads lowered and hooves kicking up snow. The background is a blurred, snowy landscape.

**CLICK [HERE](#) TO DOWNLOAD  
THE PRESS PACK**

## **PR CONTACT**

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[www.maddoxgallery.com](http://www.maddoxgallery.com)

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