

Wild Posting Project

Ethan Altshuler

Artist choice: Sarah Moon

Originally born in Vichy, France in 1941, avant-garde fashion photographer Sarah Moon originally entered the spotlight as a fashion model in the late '60s/early '70s, before switching careers to becoming a photographer and filmmaker. She first picked up a camera in 1968, which little did she know at the time would spark interest and ultimately lead to a career in both photography and filmmaking.

She went on to directing a variety of films ranging from one full-length feature *Mississippi One*, one medium-length feature *5h-5*, five short films inspired by folktales from both Hans Christian Andersen and Charles Perrault, and documentaries centered around photographers and photography. Sarah Moon has won awards such as the International Center of Photography's Infinity Award for Applied Photography in 1985 and the Grand Prix National de la Photographie in 1995 in France.





Work examples

Some of her works shift their focus towards various angles of bodily figures instead of the full image, which helps create a greater sense of emphasis towards certain areas of the body.

Sarah Moon: *At the still point*

Fotografiska Museum, New York City, NY
October 15, 2021 – February 6, 2022



C'est à Hambourg, 2015 © Sarah Moon



La Funambule, 2003 © Sarah Moon



Les chiens de Maria, 2000 © Sarah Moon

Descriptors

Abstract

Captivating

Cryptic

Disconsolate

Melancholy

Monochromatic

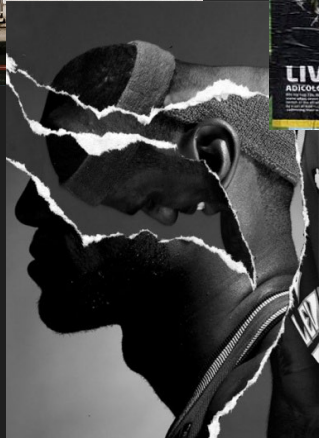
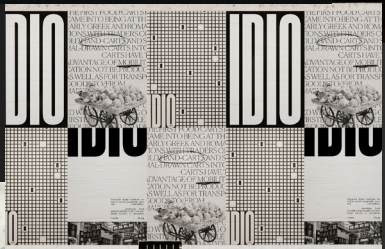
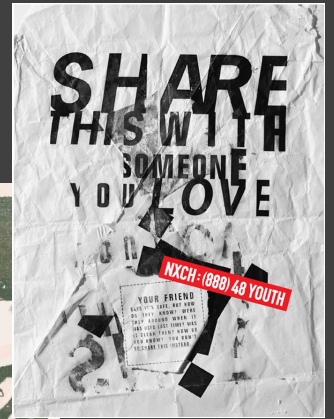
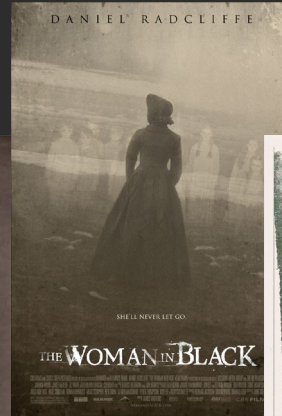
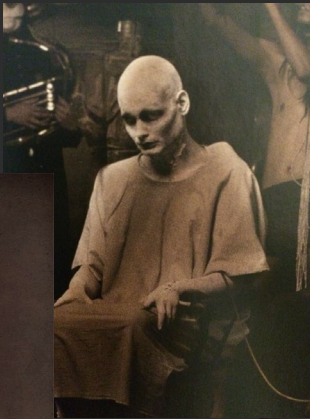
Non-realistic

Retro

Suspenseful

Vintage

Mood Board



Typeface Studies

Serifs/Slab Serifs

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

Sans Serifs/Other

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

SARAH MOON

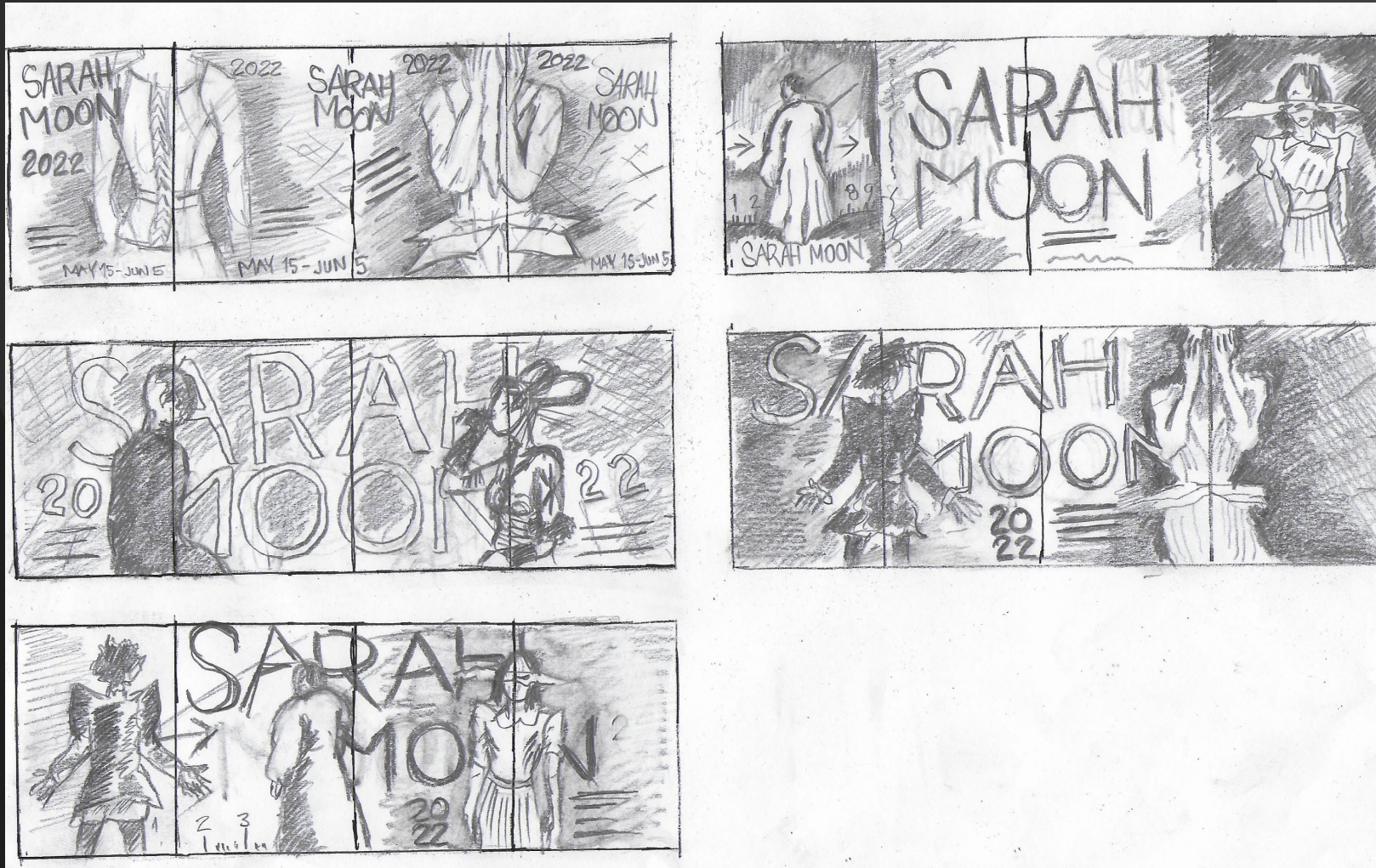
SARAH MOON

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Rough Concept Sketches



Digital Concepts



Final Design w/Mockups



Final Design w/Mockups



Cited Sources

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<https://www.howardgreenberg.com/exhibitions/sarah-moon-now-and-then/>

<https://www.michaelhoppengallery.com/artists/29-sarah-moon/overview/>