

NEW YORK, Nov 4, 2013 /PRNewswire/ -- Opening this Fall at **558 Gallery** in Chelsea, **Size Does Matter**

features Danish photographer

Kenneth Willardt

's debut solo exhibition. The show features large-scale works in bold colors of Wilhelmina plus-size supermodel

Robyn Lawley

posing with a menagerie of creatures large and small. The images juxtapose size, shape and color to explore concepts of femininity, power and the natural world.

(Photo: <http://photos.prnewswire.com/prnh/20131031/NY07811>)

" There is no need to worry about mere size. We do not necessarily respect a fat man more than a thin man. Sir Isaac was very much smaller than a hippopotamus, but we do not on that account value him less "

-- Bertrand Russel

For the past decade Kenneth has shot a wide array of actors, musicians and high-profile models—from Lady Gaga and Beyonce, to Claudia Schiffer and Julianne Moore—for both editorial and international advertising campaigns. He is perhaps best known for his shoots of L'Oreal and

Size Does Matter - Photographer Kenneth Willardt's Debut Exhibition At Chelsea's 558 Gallery

Written by Australian Business

Maybelline global spokes models that have been critical in worldwide rebranding these beauty giants. *Size Does Matter* is the first presentation of his non-commercial work.

The show will also feature an interactive experience of augmented reality. Whereby downloading the 4D Application onto your mobile device visitors will be able to scan the 4D QR codes featured throughout the gallery and experience the artwork in a new and exciting style that's never before been seen.

Size Does Matter will be open to the public from November 8 - December 8, 2013, by appointment only. Works will be available in editions of five.

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ABOUT KENNETH WILLARDT Danish-born photographer Kenneth Willardt brings both creative vision and a deep understanding of rebranding to his work with many of the world's leading beauty and fashion companies, including L'Oreal, Maybelline, Clinique, Christian Dior, Shiseido, Revlon, Clairol, and Victoria's Secret. Kenneth's unforgettable images for the last six years of Maybelline's worldwide campaigns have propelled them to become the #1 beauty company in the world.

Kenneth began a long lasting relationship rebranding L'Oreal for the last four years, shooting their global print advertising campaigns with celebrities such as Beyonce, Gwen Stefani, Jennifer Lopez

,
Julianne Moore
and
Rachel Weisz

. His editorial work has been published in countless publications worldwide including *Allure*, *China Vogue*, *German Vogue*, *Brazilian Vogue*, *US Glamour*, *British Glamour*, *GQ*, *Italian Vanity*

*Fair,
and
Vogue
Japan*

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ABOUT ROBYN LAWLEY Robyn started modeling in her native Australia while in her early teens. She started out a size 6 but by her late teens it was obvious that Robyn's natural body shape was not that small and despite editing and exercising she was just not going to be able to maintain that size and be healthy.

Chelsea Bonner

, Director of Bella model management immediately recognized Robyn's potential as a model who could easily become one of the most sought after plus models in the world. Over the next two years Robyn worked for

Australia's

most influential fashion magazines and catalogue clients, winning a coveted contract with Autograph clothing becoming the youngest and highest paid plus model ever signed to a fashion label in

Australia

2009. After careful consideration as to who would best represent Robyn in the overseas market Bella placed Robyn with the amazing team at Wilhelmina Models.

ABOUT 558 GALLERY 558 Gallery is a private, independent art space that has previously hosted shows by international and local New York City artists.

SOURCE Kenneth Willardt