



## **The Serra Effect**

**By (artist) Ivory IS Serra**

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- An immersive tracking shot of the characters and idols of neo-pop culture portrayed in their most natural environment

Conceived by Ivory Serra for Drago's *36 Chambers* series, *The Serra Effect* is an immersive tracking shot of the characters and idols of neo-pop culture portrayed in their most natural environment: the spectacle society. In the words of Peter Beard, the images presented in this book are "absolutely classic and strangely unique." The icons immortalized by Serra include Umberto Eco, Elisabeth Hurley, Tony Alva, Andy Warhol, Tommy Guerrero, Tony Hawk, Aaron Rose, Mark Gonzales, Harold Hunter, James Taylor, Richard Serra, Jonas Mekas, Colin McKay, Phil Frost, Alanis Morissette, Peter Gabriel, David Bowie, Moby, Stacey Peralta, Rodney Torres, Barry McGee, Tom Sachs, Robert Plants, Philip Glass, Wu Tang, Moorcheeba, Avril Lavigne and Lenny Kravitz. The artist chooses to present each of these lively, iconic portraits adjacent to images of arbitrary and still objects in a stunning display of Serra's inimitable style.