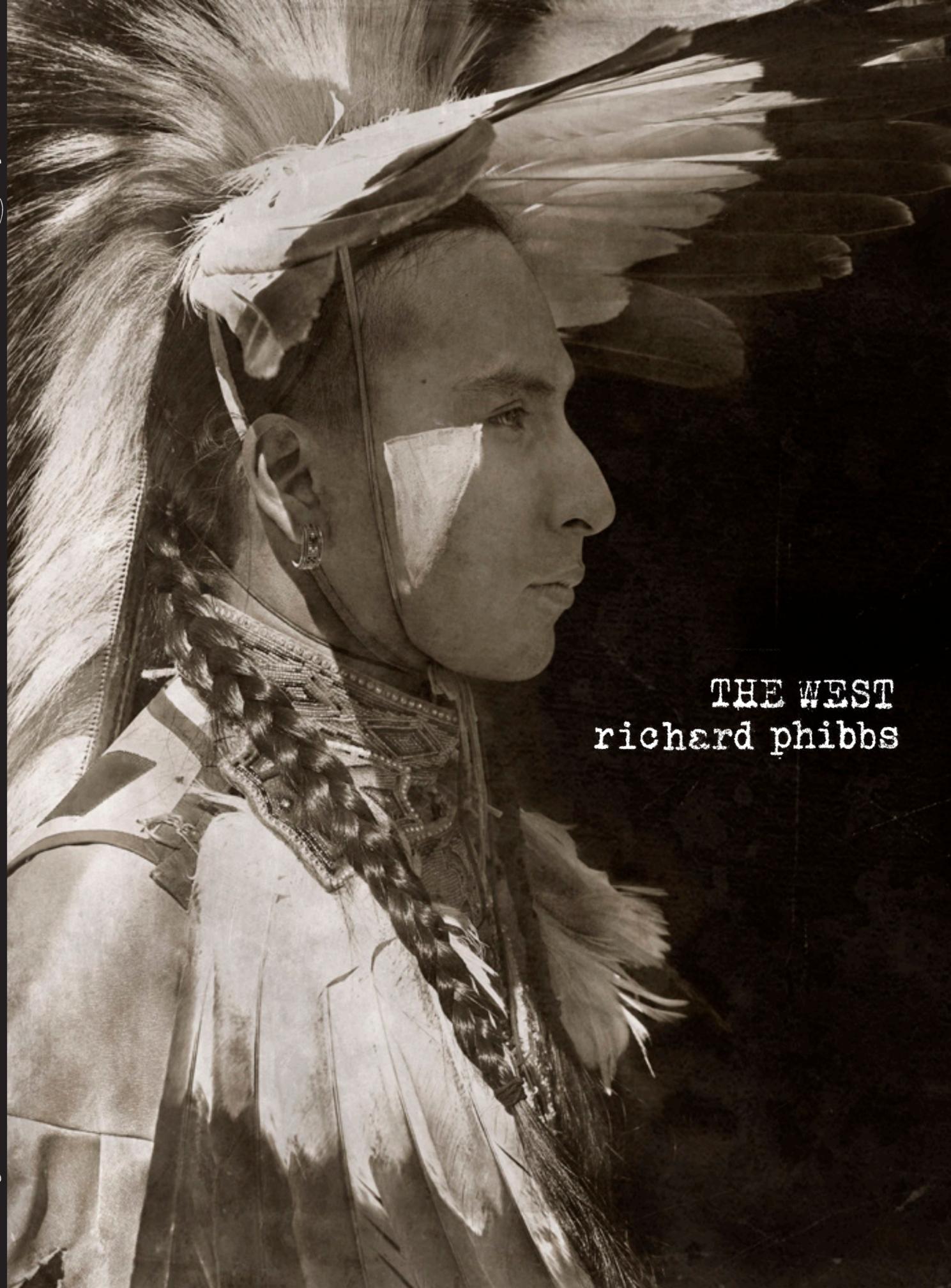




*The West*

*Richard Phibbs*



THE WEST  
richard phibbs

Thos West

Richard Phibbs



High above the prairie,  
platter flat,  
the wind wings on,  
bereft and wild its lonely song.  
It ridges drifts  
and licks their ripples off;  
it smoothens crests,  
piles snow against the fences.  
A meadow lark sings  
and it is spring  
And summer comes.  
A year is done.  
Another comes  
and it is done.  
Where spindling poplars lift  
their dusty leaves  
and wild sunflowers stare,  
the gravestones stand  
among the prairie grasses  
Over them a rapt  
and endless silence lies  
This soil is rich.

By W. O. Mitchell from  
"Who has Seen the Wind"















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TALISMAN  
2014













Richard Phibbs Biography  
Photographer

Richard Phibbs brings an artist's eye to every photograph he takes  
– in advertising and editorial, fine art and his personal work.

His work has appeared in major publications worldwide.  
He has shot advertising campaigns for iconic brands like Ralph Lauren,  
Giorgio Armani and Calvin Klein.  
His fine art photography is in the private collections of many notable  
collectors. Phibbs's portraits present subjects as varied--,  
from Meryl Streep to Rafael Nadal, from Beyonce to Bernard Henri Levy.  
Richard is also an experienced director.  
He is currently working on a project which he filmed in Turkey.

Richard's passion is photography. His provocative book, Chasing Beauty,  
published in 2010, highlights a decade's worth of work from his archive.  
Phibbs's compassion for his longtime causes – animal rescue and children  
with AIDS, are his inspiration. He also serves on the Board of Directors  
of the Humane Society of New York.

Richard Phibbs was born and raised in Western Canada.  
He lives in New York City.

Alfredo Paredes Biography  
Contributor: Book Editor and Designer

Alfredo Paredes is Executive Vice President of Global Creative Services,  
Polo Store Development and Home Collection Design Studio.  
He is known for bringing Mr. Lauren's cinematic vision to life in the  
Ralph Lauren stores around the globe and leading Ralph Lauren  
Home's creative direction, design and advertising.

Alfredo passionately serves on the National Board of Trustees for Design  
Industry Foundation Fighting Aids (DIFFA) and sits on The Empire State  
Pride Agenda's Board of Directors.

Alfredo was born and raised in Miami, Florida, attended the  
Art Institute of Atlanta and currently resides in Manhattan  
and East Hampton, New York.

BOOK DESCRIPTION  
THE WEST. RICHARD PHIBBS.

“I grew up with minimalism – stark plains, fields of wheat, an empty horizon rolling  
up to an enormous sky. That still shapes my vision of beauty”

Richard Phibbs

Now, Richard Phibbs turns his unique eye for beauty westward.  
His second book, The West. Richard Phibbs., is a penetrating, provocative and  
extremely personal view of the beauty and authenticity of the place, the sensuality  
and spirit of the people, its timeless myths and their lingering hold on  
our national consciousness.

Once more Phibbs collaborates with Alfredo Paredes, Executive Vice President,  
Ralph Lauren, his partner in Richard Phibbs / Chasing Beauty. Now Phibbs brings us  
images that reflect his own roots while helping enlarge our view of ourselves.  
Capturing the West in all its beauty and its rough edges, its vibrant modernity set  
against the echoes of a still-vibrant past, The West, Richard Phibbs, is complex and  
layered, stimulating and satisfying.

Phibbs's love for the West came naturally. He was born in Calgary, Alberta, home to  
Canada's Calgary Stampede, one of the world's great rodeos. The landscapes of  
Phibbs's childhood then are the backgrounds of his most evocative and  
authentic images now. Stark plains and endless prairies. Weathered barns  
and fences. An empty horizon rolling to an open sky.  
This minimalism rooted in nature shaped Phibbs's aesthetic from the beginning.

Peopling the western landscapes of his childhood was that archetypal hero,  
the cowboy. Phibbs's modern cowboys are sensitively rendered; looking into their  
eyes, you connect with decades of tradition while experiencing an electric  
shock of immediacy. At the same time, Phibbs developed the love for animals,  
especially dogs and horses, which informs all his work.

Phibbs's artful images -- iconic portraits of cowboys, horses as wild and free as the  
wide-open spaces, a dog working its herd with skillful grace, a saddle weathered  
with work and time – find their deserved setting in Paredes's careful editing, with  
comparisons and contrasts that amplify each photo's emotional resonance.  
With the eye that brings Ralph Lauren's vision to life in stores and showrooms  
around the world, Paredes crafts a book that is, truly, a tribute  
to the American spirit.

First, he chased beauty. Now Phibbs chases the legend.

The West. Richard Phibbs.