

The Selby  
is in your place

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**BERNSTEIN &** ANDRIULLI

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*"Todd Selby is becoming a kind of Horst of the hip set" – The New York Times*

*"When shooting a portrait for a magazine, a photographer generally tries to capture a single iconic moment through their subject's expression. Wouldn't an authentic look at the person through a revealing look at the environment in which they choose to live be that much better? Their books, artwork, personal collections, furniture, and pets, are just a few of the myriad items that describe and reflect who people really are."*

–Todd Selby on the "The Selby is in your Place"

## **What is The Selby?**

**The Selby is in your Place** started in June 2008 with this simple premise: exploring the ways one's personal space reflects one's personality and documenting creative people in their creative environments.

Todd set out to photograph and document his friends in their respective environments on a daily basis and began recording these sessions on his website, **www.theselby.com**. Friends were soon followed by friends of friends — authors, actors, curators, directors, painters, performers and designers, all filmed and photographed in their odd, fun, quirky, bohemian, clean, colorful, messy, irreverent, intimate, and always surprising spaces. By mid-summer, the site was garnering up to **35,000 hits a day**, its subjects spanning New York, Los Angeles, Paris, Philadelphia, Mexico, Sydney, Tokyo and London.

With an artist's eye for detail, The Selby offers an insider's view of creative people in their creative spaces.

Free of heavy cosmetic touch-ups and staged sets, each session becomes a collaborative experience where subjects spontaneously assist in art directing the shoot, and often find themselves telling stories about their favorite things before a small video camera. As such, a session typically unfolds over the course of a few hours, incorporating both film and photographic elements, and leading up to a candid handwritten Q&A conversation between Todd and his subject, always touching on interests and quirky anecdotes during the session. The hand written conversation is later scanned and posted online, along with the photographs and the video recording. A watercolor rendition of the person will then complete the portrait.

Current editorial collaborators include French Vogue, Vogue Hommes International and The New York Times T Magazine. Abrams is publishing a 275 page book of The Selby's work that will be released worldwide May 2010.

# COLETTE

## **Client Brief:**

Colette asked The Selby to do a show in their in store gallery space. This space previously hosted shows by Karl Lagerfeld, Martin Parr, Fabien Baron and Rodarte.

## **Plan:**

Photo shoots - 8 days of shooting Parisians in their homes  
Gallery show - on all 3 floors of colette  
Product design - limited edition skateboard  
Custom monograph book - The Selby is in Your Place Paris  
Curated pop up shop - The Selby Shop inside colette

## **Implementation:**

Colette, the cult Parisian concept store, has recently hosted the first The Selby solo show. The Selby watercolors, videos installations, small photographs and large-size panoramic portraits were displayed throughout the 8,000-square-foot boutique and gallery on rue Saint-Honoré.

For the Colette show, Todd embarked on an eight-day marathon photo shoot in Paris, photographing twenty people in just over a week's time, including artist Xavier Veilhan, pastry chef Pierre Hermé, shoe designer Christian Louboutin, interior architect Jacques Grange, as well as Lanvin Homme's Lucas Ossendrijver.

Todd curated "The Selby Shop," which was open inside of colette for the run of the art show. This shop sold items that were made by people from around the world who were featured in the show. Todd also designed a limited edition skateboard that was produced by colette for The Selby Shop. Also available at The Selby Shop in colette was The Selby is in Your Place Paris, which is a 40 page softcover that has the best images from The Selby Paris photo shoots.

**300 photos and paintings were on display throughout colette.**



THE SELBY  
PARIS  
colette:  
213 RUE SAINT-HIPPOLYTE 75001 PARIS  
MARCH 30 - MAY 2ND 2009  
SPECIAL THANKS TO NOUVELLE GARDE LLC



Photos of The Selby Shop on the 3rd floor of Colette



# NIKE 6.0

## **Client Brief:**

Nike 6.0 wants to do an ad campaign and integrated website which could help them reach their target audience of 14 to 25 year olds in an innovative way. Nike asked The Selby to work with them to shoot their Nike 6.0 ad campaign and catalog and to create content for a Nike. 6.0 / The Selby microsite.

## **Plan:**

Photo shoots - 6 days of shooting 6 athletes over 2 months

Print ad campaign - 6 different ads that ran in magazines and online

Catalog images - Catalog photos were done during the ad shoots

Videos - HD videos with a custom The Selby intro for the web of each athlete

Illustrations - Watercolor portraits of each athlete were done for the website

## **Implementation:**

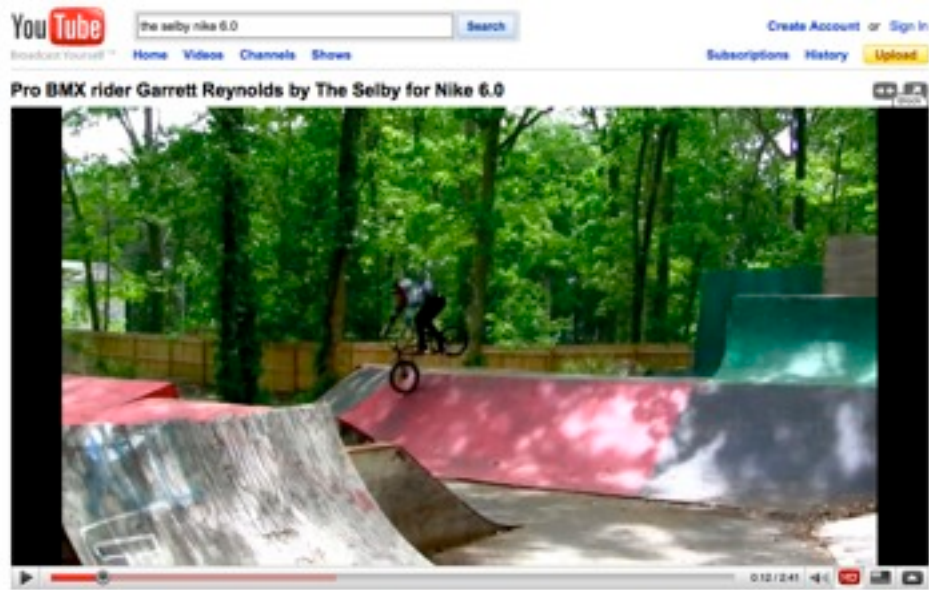
For this project Todd traveled to Tahiti, Georgia, Florida, NJ and Brooklyn to shoot some of Nike 6.0's top athletes in their homes and around the areas where they hang out. The photos, watercolor paintings, videos and written question and answers are being used on Nike 6.0's ad campaign, their catalog and on a Nike 6.0 / The Selby microsite.

Illustrations for Nike 6.0



The Selby + Nike 6.0

## Stills from The Selby / Nike 6.0 Videos



# The Selby / Nike 6.0 ad campaign



# COLE ROOD HAAN

## **Brief:**

The Cole Haan online marketing team got in touch to ask about placing banner ads on The Selby. After meeting it was decided that The Selby would work with Cole Haan to do the casting and do a series of shoots that would be used to launch the new Cole Rood Haan brand.

## **Plan:**

Casting - Found the NYC entrepreneurs who would be the models for our shoot

Photo Shoots - 2 days of shooting

Microsite - Helped work on developing the content for the Cole Rood Haan site

Sponsored Post - Did a post on The Selby with the Cole Rood Haan shoots

Launch Party - Images from the shoot were used for the launch party.

## **Implementation:**

This gallery includes photos that Todd did of NYC entrepreneurs in collaboration with Cole Rood & Haan. All of the people shot for this project run businesses that have to do with taking old things and making them new again in interesting ways. This concept also seemed like a timely idea as there is a lot of DIY spirit in NYC these days.

# Screenshots from The Cole Rood Haan Website



Maryam and Colin  
New York City, August 2009

PHOTOS BY THE SELBY

[NEXT](#) [ALL](#)

© 2009 COLE HAAN. ALL RIGHTS RESERVED.



PHOTOS BY THE SELBY

[PREV](#) [NEXT](#) [ALL](#)

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# Screenshots from The Cole Rood Haan Website



PHOTOS BY THE SELBY

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PHOTOS BY THE SELBY

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# HABITAT

## **Brief:**

Habitat wanted to do an ad campaign and build a website that was based around the concept of approachable cool people in realistic spaces.

## **Plan:**

Photo shoots - 2 days of shooting in London

Celebrity Casting - Assisted in the casting of Helena Christensen and Bjorn Borg

Creative Consulting - Worked with a prop stylist to ensure the spaces seemed authentic

## **Implementation:**

The photos were used to create the ad campaign that is being used as billboards, print ads, and in store POS. They created a This is My Habitat microsite with all of the images from this project.

# Habitat website with Helena Christensen and Bjorn Borg

Browse collection Find a store What's new Services Contact us My Habitat Product Search

Upholstery Living Dining Cookshop Bedroom Kids Textiles All Departments

## this is my habitat

HELENA CHRISTENSEN

Helena Christensen • My interview • See me behind the scenes

Competition • Gallery



• ROLL OVER THE FURNITURE

Hi, I'm Helena Christensen

I'd describe myself as a collector because I love finding pieces on my travels and putting them into my home. I don't know if there's a specific style to my place exactly people have said it's eclectic but I've always felt it's important to make your home like you are.

Helena Christensen • Bjorn Borg • Daniel Kefer and Elle White • Grace Richardson • Ruth and Matthew Gore • Thomas Williams

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Upholstery Living Dining Cookshop Bedroom Kids Textiles All Departments

## this is my habitat

Bjorn Borg

Bjorn Borg • My interview • See me behind the scenes

Competition • Gallery



• ROLL OVER THE FURNITURE

"My friends bought this table for my birthday They said my books and magazines would look better on it, not the floor"

HARRIS



Coffee table  
956298, W102 x H30.5 x L102cm  
£299.00

Buy

Helena Christensen • Bjorn Borg • Daniel Kefer and Elle White • Grace Richardson • Ruth and Matthew Gore • Thomas Williams

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# Habitat website with ecommerce capabilities


Browse collection Find a store What's new Services Contact us My Habitat Product Search

Upholstery Living Dining Cookshop Bedroom Kids Textiles All Departments

## this is my habitat®

Grace Richardson  
GRACE RICHARDSON


Grace Richardson > See us behind the scenes Competition > Gallery



Rolls Over Top Mattresses

"I can't tell you how much I love this sofa. Seriously, I do. Put it this way, when I split with my boyfriend the two things we agreed were the most was my cat and this sofa. Apparently, his and the cat are very happy together!"

### CHESTER




3 seat sofa  
991888, W200 x H79 x D85cm,  
seat height: 45cm  
**£1,349.00**

Buy →

Helena Christensen > Bjorn Borg > Daniel Kefer and Ella White > Grace Richardson > Ruth and Matthew Gore > Thomas Williams

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## this is my habitat®

Matthew Gore Ruth Gore  
MATTHEW GORE RUTH GORE


Ruth and Matthew Gore > See us behind the scenes Competition > Gallery



Rolls Over Top Mattresses

"They say you spend a third of your life asleep. Well, I don't know about that but I am spending longer than ever under the covers thanks to this new bed. Roll on the weekend!"

### OTTORI




Double bed with storage  
979510, Sleeping dimensions:  
W140 x L200cm, Bed frame  
dimensions: W164 x H85 x  
L224cm.  
**£1,349.00**

Buy →

Helena Christensen > Bjorn Borg > Daniel Kefer and Ella White > Grace Richardson > Ruth and Matthew Gore > Thomas Williams

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# UNIQLO

**Brief:**

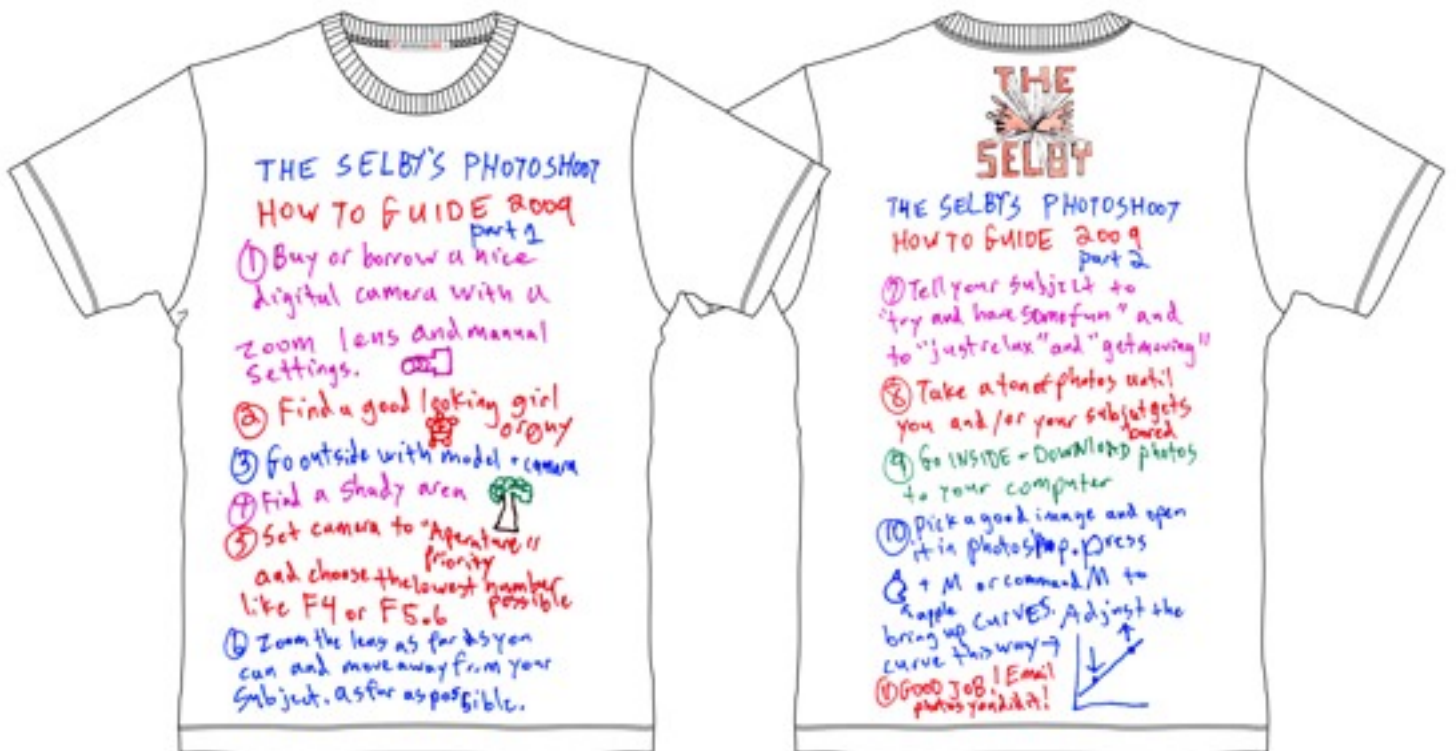
Uniqlo requested that The Selby work on a line of Tshirts for Uniqlo's Fall 2009 collection.

**Plan:**

Illustrations - Did a series of watercolor illustrations for use on the Tshirts

**Implementation:**

The Tshirts are being sold worldwide at the Uniqlo stores.



# Lacoste

## **Brief:**

The Selby was contacted to do an advertorial using Lacoste's runway collection.

## **Plan:**

Casting - Found people and creative spaces that worked with Lacoste's style.

Photo shoots - 2 days of shooting 6 subjects in New York City

## **Implementation:**

The images were used in an advertorial in Driven Magazine's Fall Fashion special issue.

The people that were cast for this project include Cecilia Dean, David Droga, ESPO and Shoplifter.



## DAVID DROGA

Founder/Creative Chairman, droga5

With no fewer than 50 awards to his name, native Australian David Droga has made the Cannes Lions International Advertising Festival his personal stomping ground. A former executive creative director for top agencies in Sydney, Singapore and London, Droga launched droga5, his "branded ideas and entertainment laboratory," in New York in 2006; it is now the fastest-growing independent agency in America. Clients include Puma, UNICEF, Ecko, Steinlager and Adidas.

PHOTOGRAPHED IN HIS APARTMENT,  
LOWER EAST SIDE

## CECILIA DEAN (left)

Editor, Visionaire magazine

Produced three times per year, *Visionaire* is a magazine in name only. Co-founder Cecilia Dean enlists artists who are both established and emerging, from all forms of creative expression, to challenge pre-conceived notions of what a magazine should and even can be. The result: a multi-media collection of fashion, art and music. (As John Peel said of post-punk band The Fall: Always different, always the same.) Consider the current one-of-a-kind issue, *Visionaire 56/Solar*, which uses cutting-edge printing technology to create a magazine whose photographs appear black-and-white when examined by interior light, and colour when scrutinized under sunlight.

PHOTOGRAPHED IN THE VISIONAIRE  
GALLERY, SOHO





**STEVEN POWERS (A.K.A. ESPO)**  
Artist

A former graffiti artist operating under the nom de guerre of ESPO (Exterior Surface Painting Outreach), Steven Powers has lately embraced more “legal” forms of expression. He’s the author of a graphic novel and a book on graffiti’s history, as well as a Fulbright scholarship winner—the purse was used to create murals in Dublin and Belfast with area teenagers. He has also designed clothing for Calvin Klein, Ecko and Nike.

PHOTOGRAPHED IN HIS STUDIO, TRIBECA



# VIPP

## **Brief:**

Vipp requested that The Selby design a custom waste bin for a charity auction.

## **Plan:**

Illustrations - Did an assortment of watercolor illustrations of animals

Product Design - Had the illustrations outputted as Vinyl appliques and applied to bin

## **Implementation:**

Todd made a watercolor for the exterior of the waste bin and had it produced for VIPP's charity auction.

## Vipp Wastebasket Design

