



Gordon Watkinson (Artist/Author/Commercial Director/ Photographer) was born in 1964 in Charlottesville, Virginia (USA). Watkinson borrowed a camera for a photography class he took at the age of 24 while attending Virginia Commonwealth University (USA). Watkinson's subsequent work as a commercial photographer spanned a broad range of clients from the fields of advertising, architecture, design, and fashion. In conjunction with his photographic work he has directed commercials, made industrial videos, and worked directly with major corporations as well as specialized brands, helping them to develop visual strategies for targeted markets. Over the years he developed a strong sensitivity for both forms and materials, which has shaped

his visual language and strengthened his fascination for holistic minimalist design. During a trip to the Bauhaus School in Dessau/Germany in the late 1990s Watkinson was introduced to the role of design as a solution to social issues. This became the catalyst for an intense and ongoing interaction with modernist design, and its different iterations in and outside of Europe. Watkinson has lectured internationally, most notably at the National Museum of Art, Architecture and Design in Oslo/Norway, and at the Bauhaus-University in Weimar/Germany. His work is in the permanent collection of the German Architecture Museum, Frankfurt/Germany and in various private collections.