

# SEXYCOLOGIC

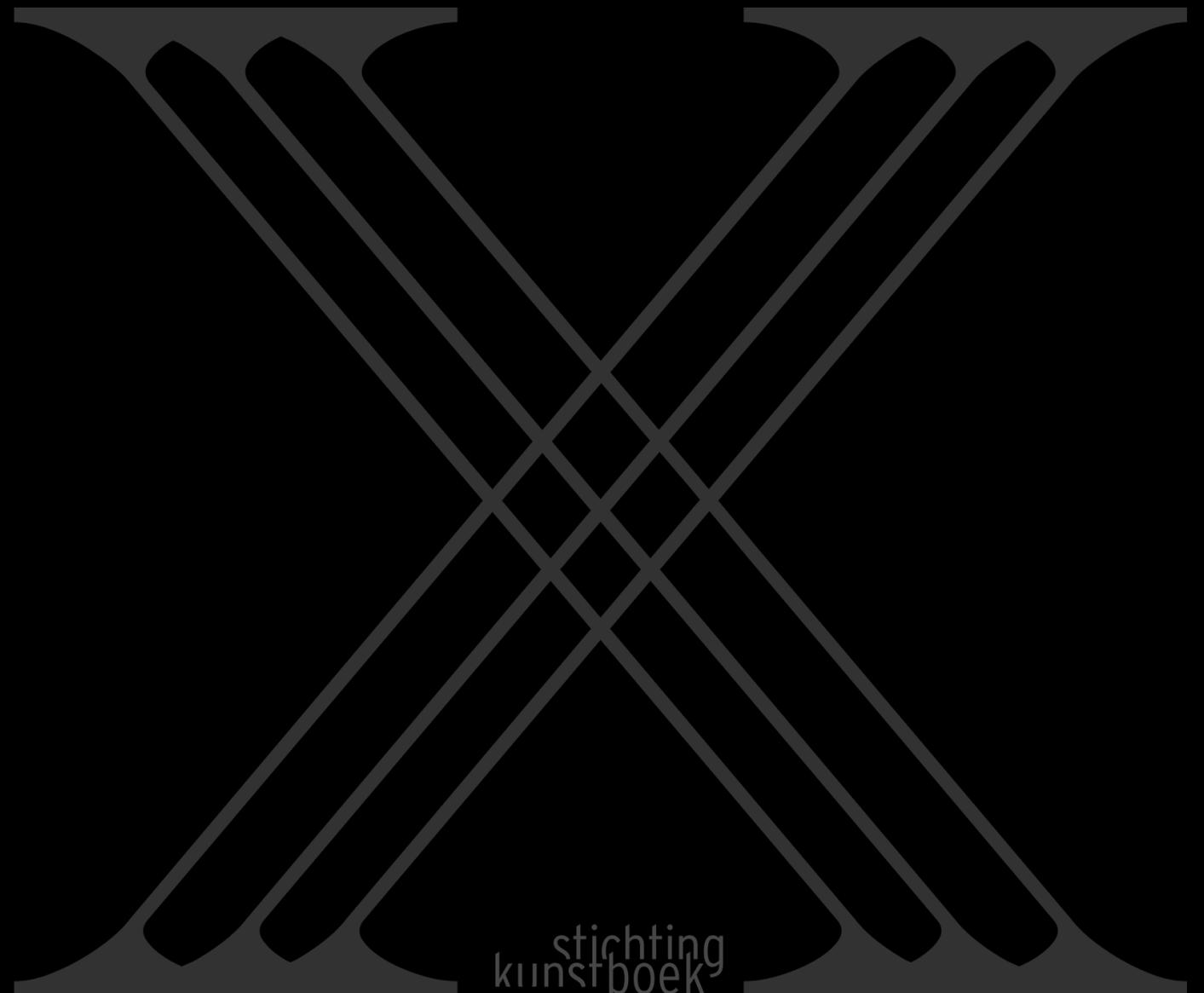
JORDI GÓMEZ

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Cover : Iron girl  
Front endpapers: Romance at Hotel Europa  
p. 2 Zebra Girl

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# SEXICOLOGIC

JORDI GÓMEZ

# JORDI GÓMEZ: IBIZA STYLE AND SEXY RENAISSANCE

Jordi Gómez was born in the sleepy village of Caldes de Montbui (Barcelona) in 1978. He has spent the last 15 years photographing the beauty and contrasts of the planet, living in Barcelona, London, Sydney, Ibiza, Miami, Bangkok and Tokyo. With a camera as his partner he absorbs new influences and translates them into new points of view and new levels of style and creativity.

To understand Jordi Gómez's work made in Ibiza, it may be illuminating to understand some of the history of the 'white island'. The 1950s saw the dawn of an age that still at its heart influences Ibiza. During the late 1960s, wandering tribes of freethinkers washed up on these shores, fleeing Franco's fascist dictatorship on mainland Spain. The 1970s brought colour, music and an idealistic way of life to Ibiza. Pacha Ibiza had opened its doors for the first time and the new spirit of hedonism attracted the global flower children that congregated near San Juan and the Las Dalias hippy market. Famous musicians were arriving. They stayed, made love and wrote songs that would inspire the next generation to do the same. The 1980s were a period of excess in Ibiza - parties, outfits, celebrities, development - life was fabulously decadent. Ecstasy and Cuba Libres replaced pot and beer as everyone searched for wilder and more euphoric experiences. In the 1990s house music was becoming a global force, and Balearic beats were at its helm thanks to DJs from the late 80s. Every Ibiza sunset brings the promise of a new dawn.

Gómez explores the imagery provided by the international and glamorous lifestyle in Ibiza, Barcelona, Paris, Prague, Tokyo and Miami. These stylish and often rapidly changing scenes make people the actors, with all the different characters we can possibly imagine in the glam life spectacle. But at the same time, we see that these characters also live in the real world; they still have to shop and wash, clean and iron, cook dinner and do the dishes, and it is this down-to-earthiness, among other things, that makes Gómez's imagery so well appreciated by a wider audience.

His artistry has roots in Pop Art, one of the post war era's most influential art movements whose images continue to affect the understanding of our cultural identity. Pop Art artists found motifs in everyday life, in Hollywood imagery, in the mass media and advertising, and used these themes in art.

Richard Hamilton is one of the prominent figures of Pop Art who inspires Gómez. In the late fifties he created the iconic piece "just what it is that makes today's homes so different", so appealing. This piece of art shows Hamilton's collage technique, a method that has been of great importance for Jordi Gómez's creative photography. Other significant and influential photographers are Martin Parr and David LaChapelle. Parr is especially known for his accurate observations of consumerism - how we live and what we value - and for pinpointing and exploring national characteristics and international

phenomena. Internationally famed LaChapelle is notorious for his vibrant and extrovert style that blends art history with today's street culture, fashion, erotica and usually incorporates nudity or partial nakedness. These are also some of the recurring themes in the work of Jordi Gómez.

Gómez's photography career began in the 2000s when he began showing his artwork in hotels and stores. His photographs in magazines garnered positive attention, and not before long he was shooting for a variety of top editorial publications: Pacha magazine, Vogue, Elle, Glamour, GQ, Esquire, FHM, Res Magazine, Mer, Grazzia Magazine, Sunday Times Magazine, the Observer etc. He moved seamlessly from social reportage to fashion, from architecture to interiors, and portrait to nature, and finally to his own sexy style of fine art photography. Gómez has worked with brands and clients from all over the world, such as Pacha, Bacardi, Heineken, Microsoft, Hugo Boss, Victoria Secrets, Levi's, Replay, Cirque du Soleil, Ushuaïa, Christian Audiger, Van Lier, All Saints, Fashion TV, Diario de Ibiza, Subliminal recordings, UDG Gear and Style.com among others.

Jordi Gómez is currently focusing on his creative mission rather than commercial enterprise, to give full force to his photography and creativity. In his first years as a photographer, Gómez offered his works to furnishing stores, as these provided him with a broad platform to reach out to a clientele of interior designers and enthusiasts around the world. Now

he's growing with his vocation and aiming higher. Gómez presents his work at art exhibitions around the globe; to appreciative clients looking to add that special touch to their homes, restaurants and clubs, with his elegant and arresting creations.

His own artistic vision will take him to the stars. Soon we will see him at the big art fairs and galleries around the world. The editions will be limited, while the quality of each work will be the opposite extreme. To emphasize this new approach to his art Jordi is now beginning to sign and number every limited edition work that leaves his studio. Besides that, Gómez has created the neologism Sexycologic to describe his magic touch and very sexy style of fine art. It is at this exact moment that his oeuvre is beginning to take shape in earnest.

Welcome to Jordi Gómez's world, welcome to the world of Sexycologic!

David Franzén,  
gallerist and owner of A Gallery in Göteborg, Sweden





p. 8 Sexy Table B/W

Shoot me!





Playing Chopin



Pianist at Ploskovitze Castle









p. 16 - 17 Mystery kiss

I love pearls



Pearls are mine!



Delicacy



Feathers



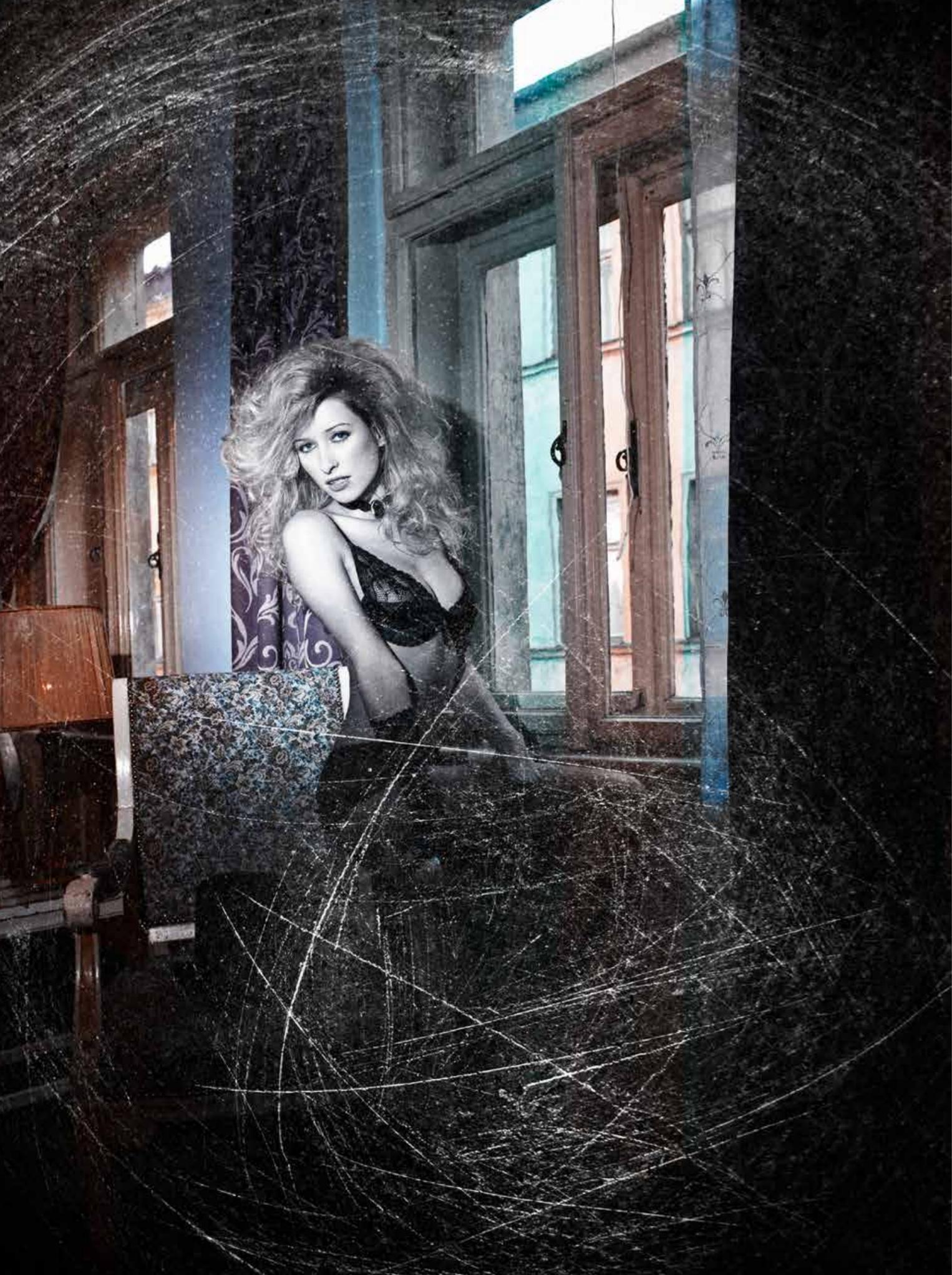


EGB Hipster



Don Giovanni









Flower Lady



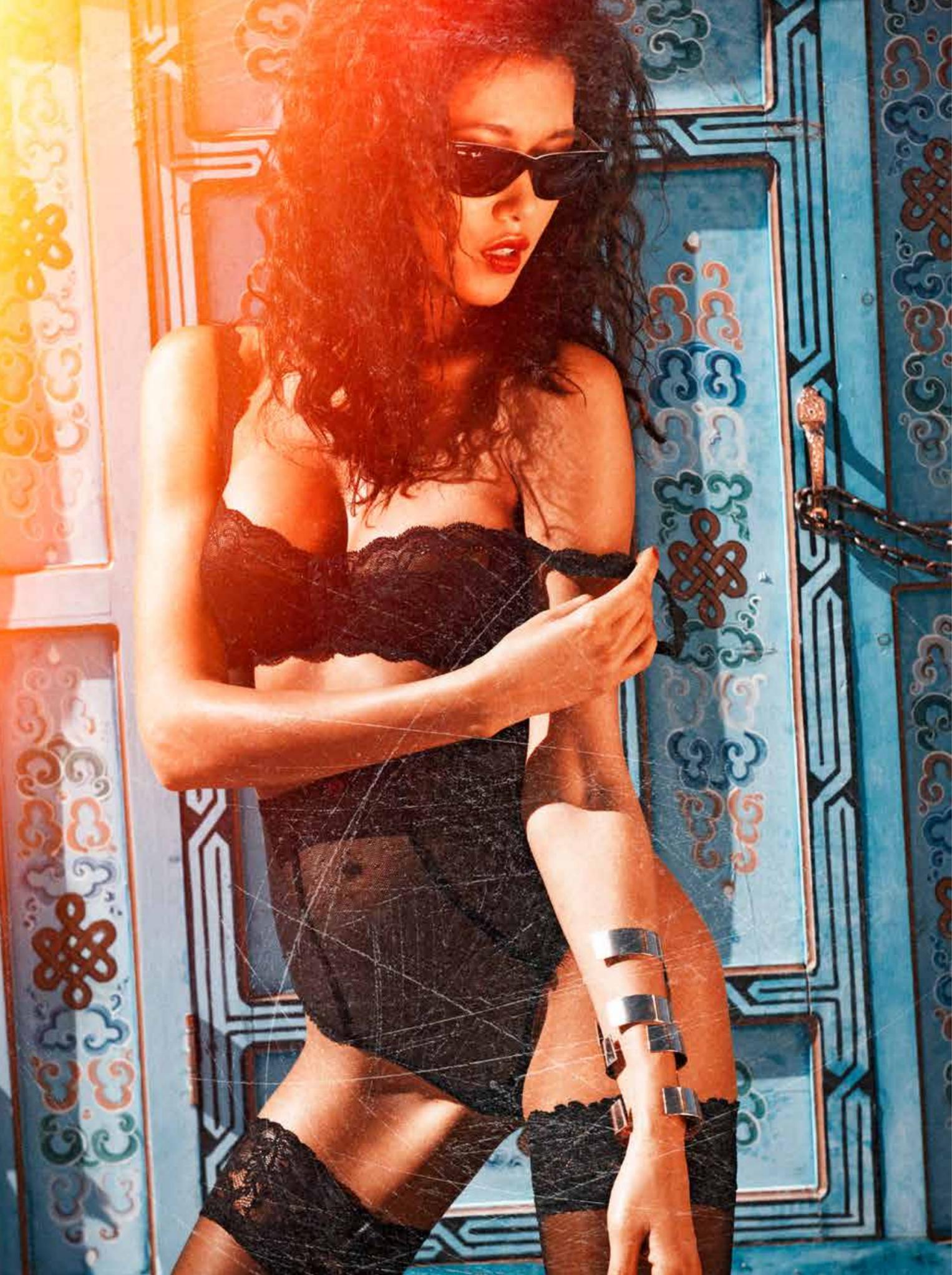
Shooting the mirror



I love your jacket!



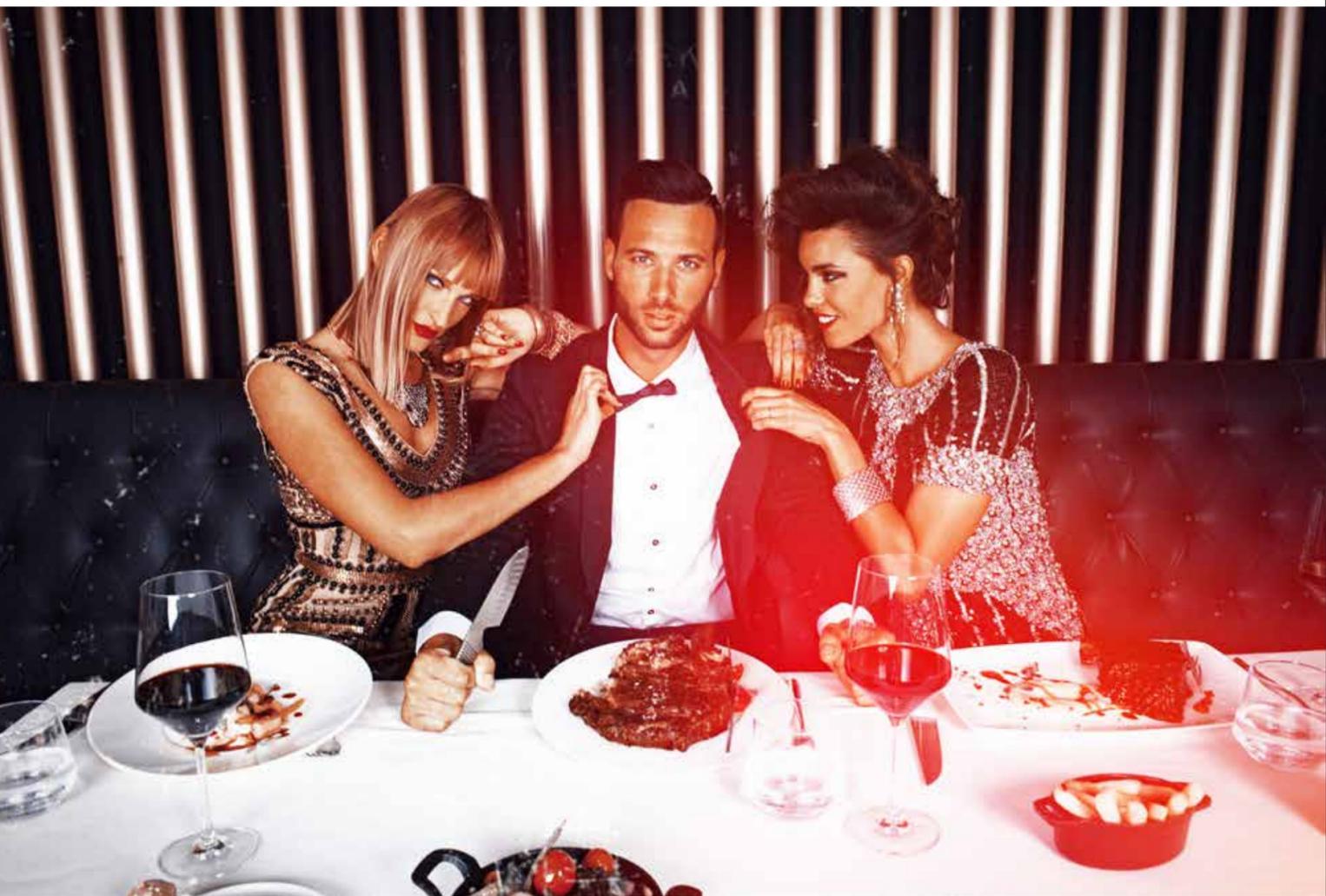
Touch my fits



Anni at the Mongolian Yurta

Girl at Hotel Europa





Sexy of meat at Montauk Ushuāia

Alyona o Uma at Montauk by Ushuāia?  
p.42 - 43 6 girls having fun at Palffy Palace



# LA ATRACCIÓN DE LA SENSUALIDAD SUTIL

El erotismo es un lenguaje que permite a la imaginación derrochar todo tipo de fantasías y la búsqueda de sensaciones virtuales a menudo ajenas a la cotidianidad del sexo. Es también una exaltación del amor físico en el arte, lo que lo excita y convierte en amor sensual. Jordi Gómez utiliza este lenguaje como potente vehículo para sintetizar de forma sutil la poderosa atracción sensual de sus fotografías.

El manejo de las imágenes eróticas es una de las armas más creativas de la fotografía porque permite tanto al creador como al receptor viajar por un mundo de sensaciones que enlazan la realidad con la ficción a través del objetivo de la cámara, la ilimitable imaginación del propio artista y los objetos que utiliza para plasmar su obra.

En este aspecto la facilidad de formar nuevas ideas y proyectos de Jordi Gómez es desbordante, exuberante y se refleja en el proceso creativo que ha desarrollado en la última década, en particular, con trabajos de gran magnitud, profundo calado artístico, compleja y atrevida producción y devoción por el gran formato.

Sexycologic es un condensado trabajo de expresiones digitales e imágenes concebidas por la fantasía llevadas a planos sublimes a través de la expresión de personajes que narran lo que el fotógrafo quiere mostrar mediante el color, la técnica y la utilización de grandes planos que hacen la fotografía inverosímil en una primera mirada. Su visión del plano fotográfico y del planteamiento refleja aspectos tan contradictorios, personajes y escenas de cargada ambigüedad y provocadora sensualidad; planos de corridas de toros estructurados desde la pasión, la realidad

y el sentimiento de la fiesta de la que es un buen conocedor por su vena familiar, espectaculares retratos de geishas, bellas mujeres con poca o nada de ropa en la geografía más caliente del momento y una fotografía experimental con la mirada publicitaria que tan bien maneja.

La experiencia viajera de Gómez está presente en todos sus trabajos en los que refleja el potencial de su provocadora forma de enfrentarse al pop erótico, la cualidad sensual y como reflejar el placer de los sentidos a través de la composición fotográfica y elementos de lenguaje universal a los que llena de vida y color. Seños salvajes, mujeres poderosas y escenas inspiradas en momentos o situaciones históricas se reflejan de forma espectacular en esta obra.

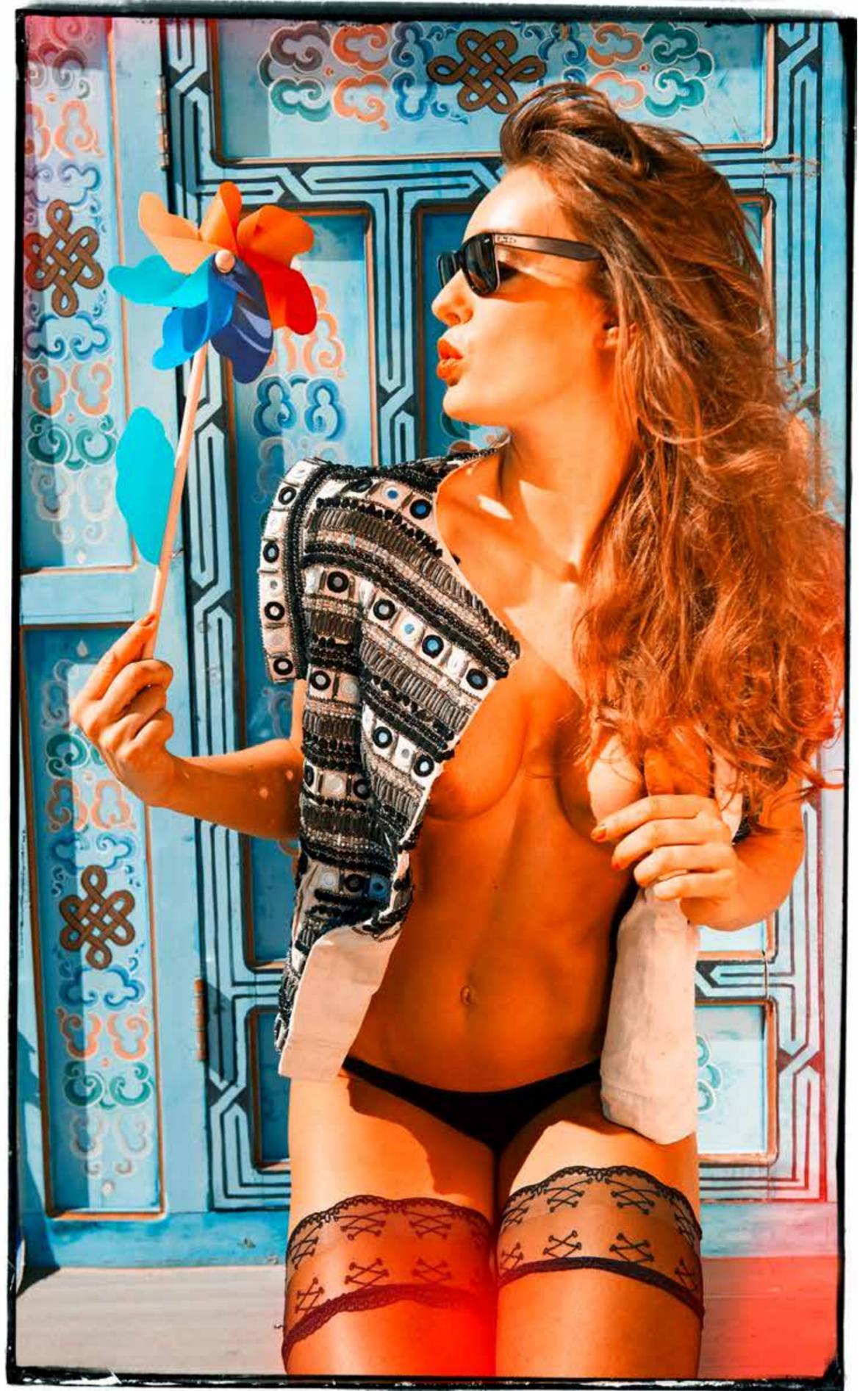
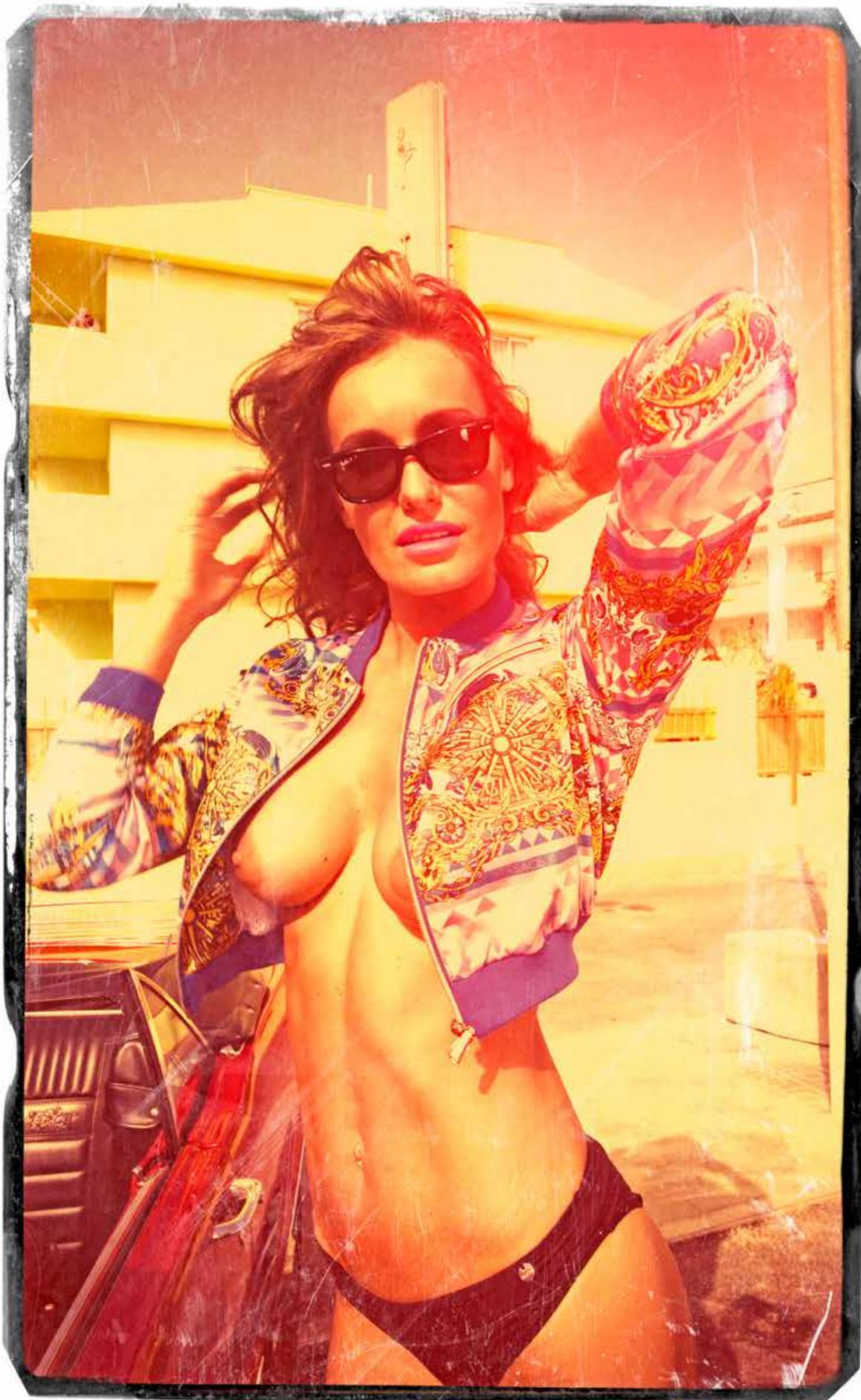
Mi sentimiento o 'feeling' personal con Jordi ha sido excitante, reconfortante y fructífero al descubrir aficiones, retos y gustos comunes como la belleza femenina, los viajes y el valor de lo exótico y me ha permitido conocer a un artista con talento innato para entender la fotografía desde otros ángulos y aspectos más rompedores y divertidos. Desde el principio me llamó la atención su atrevimiento con temáticas poco comunes al desarrollo profesional de un joven fotógrafo. Gómez ha mamado la influencia que conlleva el vivir la intensidad de los destinos exóticos y calientes del momento (Miami, Ibiza, Barcelona, Praga y París), que abren la mente a nuevas ideas. No deja de sorprenderme su constante búsqueda de nuevos caminos y formas de enfocar su talento creador y la facultad de su alma para representar las imágenes más irreales de las cosas... de forma sutil.

Juan Suarez

Red nails











p. 50 - 51 The return of Mister Topper

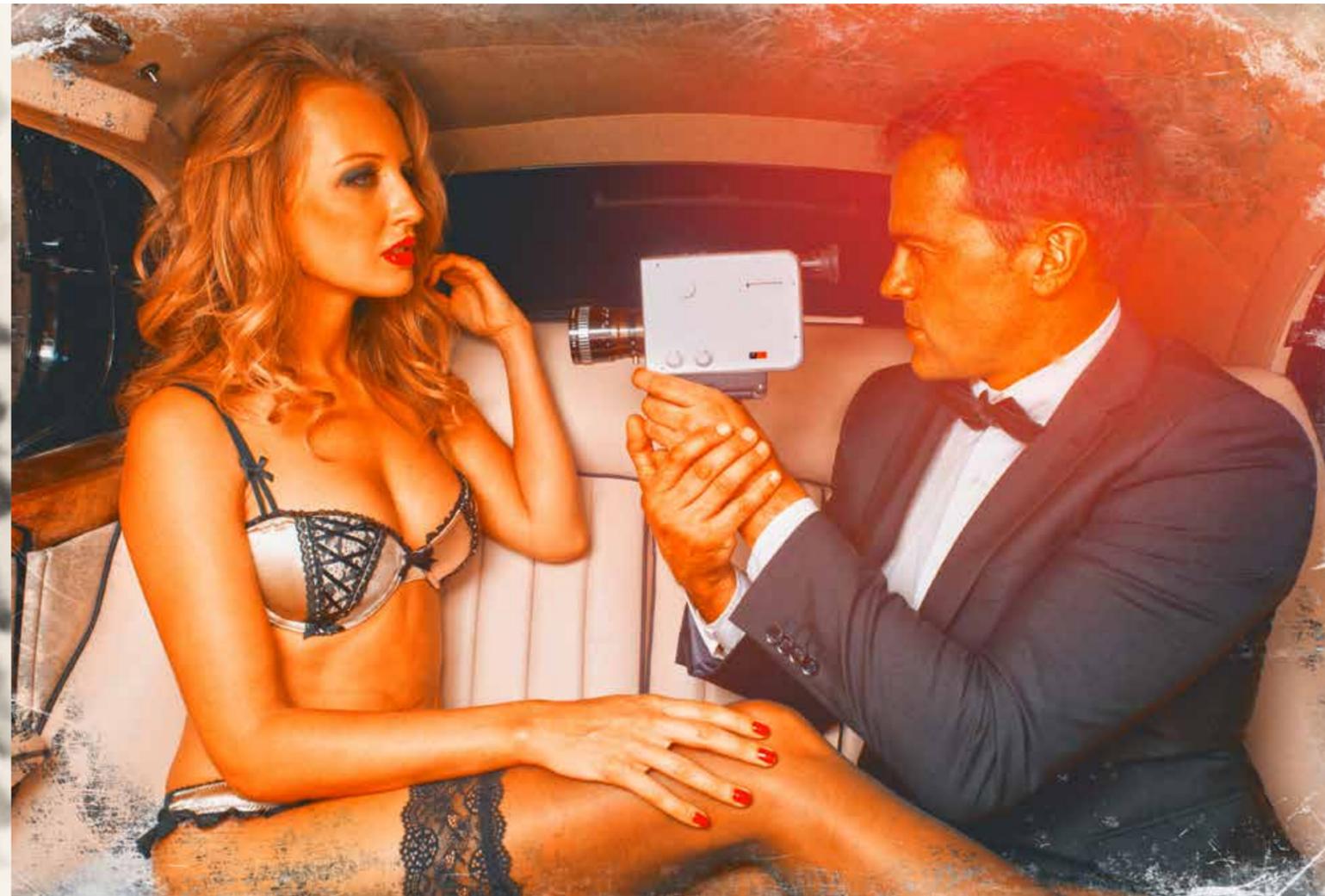
Julian wearing my mums fur Jacket

Mr Rhys Gordon - Little Tokyo, Sydney.















HAPPY BIRTHDAY  
JIMBO! 2007 2008

DON'T LOOK

神奇珍珠  
MISO  
Pucky



p. 62 - 63 Ménage à trois  
p. 64 - 65 Jimbos Girl

Qaiser Style at Rock Nights



I won the Lottery!!



Train to Little Haiti



Ibiza Retro







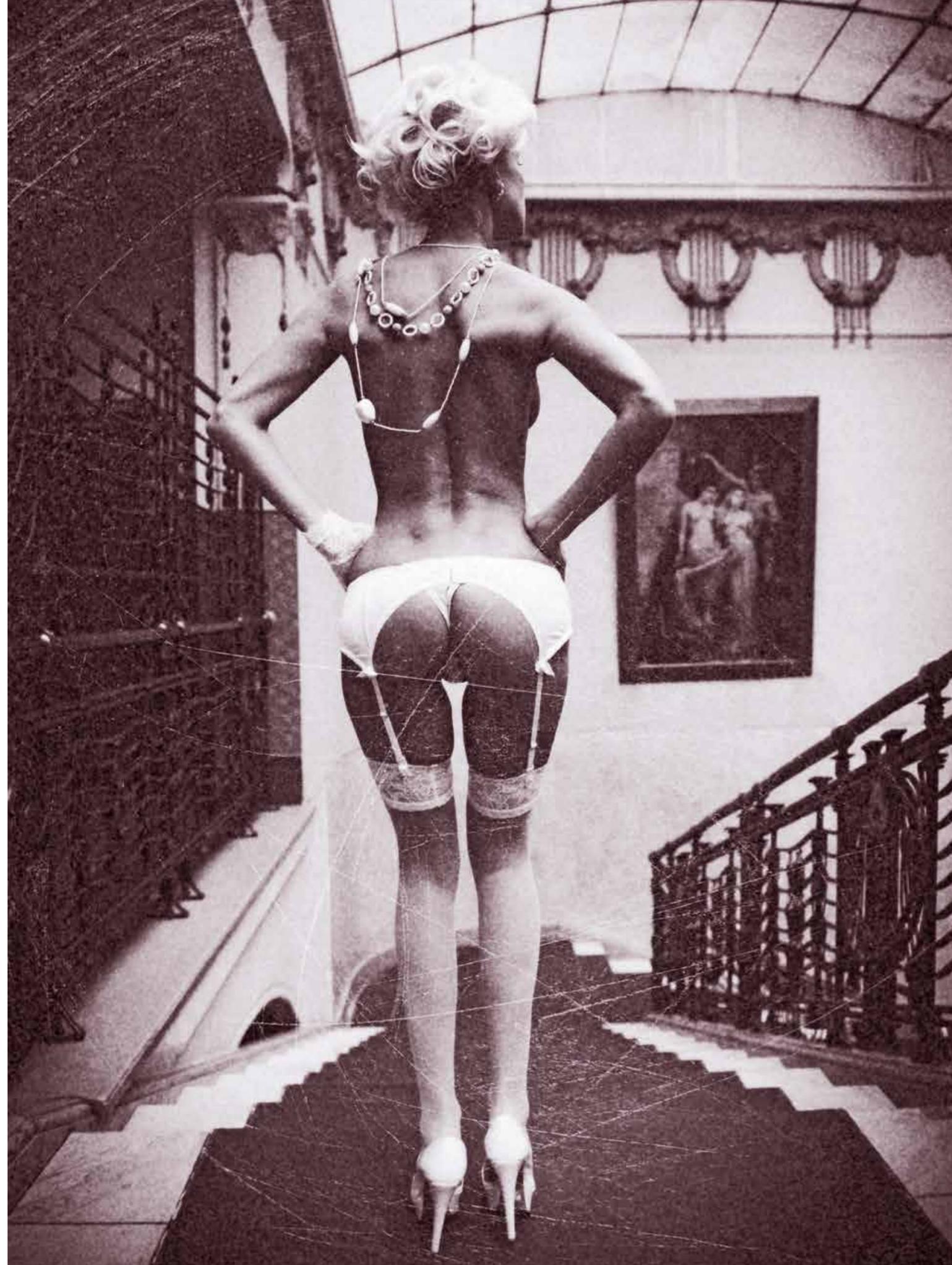


Yulianna's pure Rock&Roll



80's are back







Angel or Demonio ?



Maya Papaya

p. 84-85 Stripes couple





Screaming Warrior



Mmmm!







p. 90 - 91 Pure Ibiza  
p. 92 - 93 Sexy Melissa Devaux bijoux





Sabina in Gold at Melissa Devaux



Butterfly neckless

p. 96 - 97 Alina in Punta Galera  
p. 98 - 99 Karina and Georgina having Fun  
at Tropicana Hotel











Fancy a Hamburger?



Pepsi vs Coca-cola?



Do you like a coke ?

I love Micky Mouse





Lady Balboa



American Punk



Paris Hilton Shooting Jordi Gómez

## BIOGRAPHY

Jordi Gómez mixes an arresting photographic cocktail of glamour, fun and sex-appeal, shooting fashion, advertising and lifestyle photography in his inimitable glossy way.

His new book Sexycologic is the result of 10 years shooting the hottest models in the coolest places in the world - Ibiza, Miami, Paris, London, Prague, Barcelona, Sydney, Bangkok and Tokyo. xxx pages of supreme sex appeal (bold bright colours, cool sepias and classic black and whites) across a remarkable range of atmospheric and arresting images. Sexycologic is the perfect neologism to describe his heady signature style; alive, provocative, ironic, but never indifferent, and always with a very sexy taste.

Based in Ibiza, Gómez is surrounded by some of the world's most enigmatic and beautiful people, enveloped in a magical light from dawn 'til dusk. Glamour collides with nature, hedonism, high end living and the world's most exciting brands. Much of his work epitomises Ibiza's sexy clash of colours and larger than life personalities, with show-stopping imagery drawing on global popular culture.

BROTHER PRODUCTIONS is Gómez's Ibiza based, globally minded production company for photographic, film and event management services.

Born in the sleepy village of Caldes de Montbui in 1978, Gómez has spent his time photographing the beauty and contrasts of the planet. With a camera as his partner he absorbed new influences translating into new points of view and new levels of style and creativity. He was chief photographer for the globally received Pacha Magazine, and moved seamlessly from social reportage to fashion, from architecture to interiors or from portrait to nature.

It is the art world that seduces his senses fully. Gómez presents his work at art exhibitions around the globe, where his elegant and arresting creations are bought by appreciative clients, adding that special touch to their homes, hotels, restaurants and clubs.

His work is featured regularly in international magazines and he has worked with brands from all over the world, expressing his personality and vitality through his images.

## CLIENTS

Vogue, Elle, Glamour, Esquire, Victoria Secrets, Hugo Boss, Circ du Soleil, Replay, Levi's, Heineken, Pacha, Paris Hilton, Van Lier, Ushuaia, UDG gear and Christian Audigier among others

## ART EXHIBITIONS

- Pop life: at Pacha Hotel - Ibiza, Spain 04/09/08
- No Rush: at Miguel Young Gallery - Ibiza, Spain 24/07/09
- Hanami: at Pacha Hotel - Ibiza, Spain 09/07/10
- Trust Your Feelings by Myra Vidal: at Puebla 14 - Madrid, Spain 21/06/11
- Phant-Gira: at Sushi Point Art Space - Ibiza, Spain 06/08/11
- Colour M: at Maison & Objet Paris, France 09/09/11
- Sin City: at Maison&Objet - Paris, France 20/01/12
- Tore-Art: at Diario Club Ibiza - Ibiza, Spain 10/08/12
- Sin City II: at Maison&Objet Paris, France 07/09/12
- Sexycologic at Millesime Gallery, Paris, France 15/01/13
- Pop Call: at Maison&Objet Paris, France 25/01/13
- Sexycologic II at B12 Gallery, Ibiza, Spain 04/09/2013
- American Hustle at A GALLERY Goteborg, Sweden 20/11/2015

## ARTIST CONTACT & PHOTOGRAPHY ENQUIRES

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# THANK YOU !

I feel grateful and honored to present to this book that showcases some of my greatest works. Ibiza, London, Barcelona ,Paris, Prague and Miami are some of the locations I use for my shoots, and there are so many people to thank from all over the world since I became a photographer.

First of all to my dad Manuel, my mum Pilar for all the love you have given me and for the beautiful values you have taught me.Thanks to my older brother Grego for looking after me at the bad moments and for being always there when I needed help.

Thanks to my brother Manel; my mirror and inspiration when I was a kid. He showed me the way to be free and discover the world. Without him nothing would be the same.

Thanks to Jeremy Simons; my 'sensey' and a great photographer who I met in the middle of nowhere in the Indian Himalayas back in 2000. He taught me the secrets of the profession in Sydney, and showed me the photographer's lifestyle.

Thanks to Ben Turner; the first one to give me the chance to show my talent, and for believing in my work for Pacha Magazine 2002.

Thanks to my 'godfather' Jeff Mourmans who pushed me and my art at my first exhibitions, and was the first to buy my photography as a piece of art.

Thanks to Carolina; my partner, right hand, friend, and the mother of my daughter.Thanks for understanding my profession and for being the best stylist in the world to create my Sexycologic world.

Thanks to all my team at Brother Productions who follow me all over the world with my crazy ideas.

Thanks to my models; Rachel, Maya, Karina, Alina, Lilly, Anni, Toper, Gerardo, Julian, Veronika, Luca, Giovanni, Diego, Kitty, Esther, Sabine, Sarah, Yulianna, Johana,Dagmar,Joaquim and all the beautiful models who appear in my book.

Thanks to my art dealer David Franzén for your introduction, and for looking after my work with your wise advice and knowledge.

Thanks to my friend and Director of Diario de Ibiza, Juan Suarez, for your words on the book and for supporting me from the beginning of my career.

Thanks to Esther Nicklin for your friendship and for editing the text of this book.

Thanks to graphic designer Ruth from Minimal Graphic, for understanding my ideas and designing my Sexycologic Art Wines - 'Art meets Wine'.

Thanks to my best friends; Daniel, Curro, Juanan, Kelly, Fatima, Raul, Toper, Doumi, Miguel, Mayco, Natasha and Joseph for being part of my life and sharing great moments. And to Muchi for being the best assistant I could have.

Special thanks to my publisher Jaak Van Damme who discovered my art in an antique shop in France and asked me to make a book. Without you this book would not have been possible.

And the most special thanks to my daughter Georgina, born 9 months ago, for bringing so much inspiration into my life, and helping me discover the meaning of true love.

To all of you: thanks for being part of my first book, and for sure it won't be the last!!

Jordi Gómez

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Back endpapers: Besame or kiss me



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