

OLYMPUS - PEN

ART EDITION

A UNIQUELY COLLECTABLE COLLABORATION BETWEEN
URBAN ARTIST SUZKO & FASHION PHOTOGRAPHER JAY MCLAUGHLIN



Exclusive, luxurious, one-of-a-kind... the perfect premium 'accessory' for both photographers and petrolheads...

The Olympus Art Edition aims to combine the heritage and unique features of the Olympus PEN compact camera system with the prestige and individuality of owning an original artwork.

By twinning a high-end camera with an effortlessly cool white Vespa, this project sumptuously succeeds in being a true 'one off'. It's a uniquely collectable first collaboration between urban artist Susie 'Suzko' Lowe and fashion photographer Jay McLaughlin. It's also the first ever – and therefore highly prized – Olympus Art Edition.

Over the course of this souvenir accompaniment we'll explore the esteemed heritage of the Olympus PEN system to place this exciting project in context, plus go behind-the-scenes to profile the creative pairing and unique talent behind its realisation.



OLYMPUS PEN

OLYMPUS



MICRO

THE OLYMPUS PEN HERITAGE

A CULT CLASSIC DELICIOUSLY RE-IMAGINED FOR THE MODERN ERA, THE OLYMPUS PEN IS SO CALLED BECAUSE IN THE DAYS PRIOR TO SMARTPHONES AND TABLETS, EVERYONE CARRIED A PEN. ADDED TO THIS, THE ORIGINAL CAMERA ITSELF WAS SO LIGHT AND COMPACT IT WAS, WELL PEN-LIKE...

Over the course of the half a century that has followed, the 'PEN' has become synonymous with Olympus and photography, writing its own distinctive place into the history of the brand as a photographic device you can take anywhere.

It all began in 1959 with the original PEN, one of the smallest cameras ever to utilise 35mm film. This breakthrough triggered the half frame camera boom of the 1960s and 1970s during which time the PEN was used by professionals as well as amateurs. The

appeal was simple. It offered the superb photographic performance of its D-Zuiko lens, which, when combined with the camera's portability and simple rear winding mechanism made the PEN very easy to use, whilst being capable of very high quality results.

The equally compact PEN EE quickly followed in 1961. The focus this time was on efficiency, as it offered fixed focus, a shutter speed of 1/60 sec, plus automatic exposure adjustment, the ethos again being that anyone could now take beautiful pictures.



READY WHEN YOU WERE

No wonder what was described as a palm-sized 'tiny miracle' also quickly became the favoured second camera of the world's top photographers.

1962 saw the launch of the Pen EES, which was the world's first camera to offer a programmable EE shutter. Available shutter speeds were 1/30 and 1/250 sec, altering according to light level.

The same year witnessed the introduction of a flagship model in the Pen D. This boasted professional features including an f/1.9 large aperture lens, high-speed 1/500 sec shutter and built-in exposure meter, thereby taking the evolution of the series to the next level.

This led eventually in 1963 to legendary Pen F, a half frame single lens system, which the camera involved in the Olympus Art Edition, the E-P5, closely mines for its classic looks.

The Pen F started a revolution on its launch, and quickly became a cult classic. Instead of spending a year's wages

on a clunky camera, consumers in the 1960s could get a portable Pen F with interchangeable lenses for no more than they earned in a month.

Other models to follow in the original film Pen series included the Pen EM (1965), which provided three new features in an electronic shutter, automatic film advance and automatic rewind, plus the Pen FT, which was identical to the classy Pen F in outward appearance but had an integral TTL exposure meter, single action film advance system plus a self timer. The camera remained so compact you could fit it in a shoe, leaving room for a telephoto lens, two rolls of film and several filters!

With cumulative sales of the series exceeding 17 million units, the original Pen film camera series continued through to the 1980s, providing inspiration for the likes of the famous Olympus Trip along the way (initially based on the Pen EES and memorably advertised by the legendary David Bailey), and was resurrected for the digital age in 2009 with the successful Olympus Digital Pen E-P1.



TALKIN' 'BOUT A REVOLUTION

Throughout all these evolutionary years the original ethos of the carry-anywhere Olympus Pen has thankfully been retained: namely that here is a supremely affordable and portable camera that provides photographers at all levels and of all disciplines with ample opportunity to take fantastic pictures.

Via the Olympus Pen series, everyone is provided with the versatility of an SLR but without the traditional weight and bulkiness of an SLR. This has for a long time been allied with a compact and lightweight lens system, offering a comprehensive range of focal lengths and apertures via which to achieve stunning shots.

But, in 2013, portability is only part of the ethos behind this perfectly sculpted, ever innovative camera. The latest iteration in the E-P5 is the first of the digital generation of Pen to feature 'Olympus PEN' proudly stencilled on the front.

The fact that it is a collector's item in itself makes it the perfect candidate for the Olympus Art Edition project, but its looks don't let it down: an all-metal casing has also been lovingly styled, whilst there's practicality too courtesy of front and back thumbwheels.

That said the Pen is not all old-world charm. The E-P5 is the first model in the series to feature built-in Wi-Fi, not to mention a 16-megapixel TruePic VI Live Mos sensor; the same as that found in the £1,000+ OM-D E-M5. This brings the ever-innovative camera series perfectly up to date with a high-end model more than a match for the modern era, one in which photography is as much about the sharing of images as the capture of images.

Perfect then as inspiration for McLaughlin and Suzko's unique collaborative creative venture.

REALISING
THE
CONCEPT:
THE
ARTISTS





SUZKO

Whether working on canvas, paper or walls, the designs of urban artist Susie Lowe, who goes by the street tag 'Suzko', are nothing less than dynamic and dramatic.

Suzko began her career as a portrait artist using paint pens, predominantly used by graffiti artists, to create an urban take on the traditional. Having grown up in London, she takes inspiration from her city and its unique characters. She very much enjoys painting live, collaboratively with other artists, creating large scale pieces at paint events all over the UK, plus working on her own personal projects and private commissions.

'Live Art' Events include: 'Secret Wars' Battle in the Tate Britain, Portabello Film Festival, Upfest and D&AD Awards.

Past Exhibitions: Insider Gallery, Fitzrovia, Brick Lane Gallery, Graffik, Portabello, Upfest, Bristol, Juno, Red Gate Gallery.

susielowe.carbonmade.com





JAY MCLAUGHLIN

In Jay McLaughlin's mind he's always been a photographer, but it took a major career setback before he realised his true vocation. "I've always been a visually driven and creative person," he says.

"Being an artist of some description was the obvious career choice, but it never occurred to me to be a photographer."

Although going on to study graphic design at Art College, Jay retained his keen interest in photography and his design portfolio had a strong bias in this direction. However, it wasn't until he was made redundant in 2006 that he suddenly found himself in a position where he had an opportunity to consider a change of direction. The penny dropped: "I went out and bought myself a DSLR," he says. "From that point on, I knew who I was." It took Jay around six months to get a commission to shoot his first magazine cover, and within a year he was shooting for national magazines. Starting out with a 10 megapixel 35mm-style digital camera he has shot in a variety of formats, but has found a deep love for the Olympus OM-D, with its compact size and vintage feel. Jay is currently splitting his work between fashion and celebrity editorial alongside commercial and advertising projects.

www.jaymclaughlin.co.uk



THE OLYMPUS
ART EDITION:
FROM
GENESIS TO
REALISATION

This unique, exclusive project showcases the Olympus PEN E-P5, suitably chosen for its upmarket associations.

The Art Edition has its origins in the fact that Olympus UK had long wanted to create a project that brought together one of their high-end mirrorless system cameras and a customised luxury scooter. But, though the original concept came from the Japanese camera stalwart, translating and transforming that idea into a solid, three-dimensional artwork was, however, completely down to the creative UK pairing of Suzko and MacLaughlin.

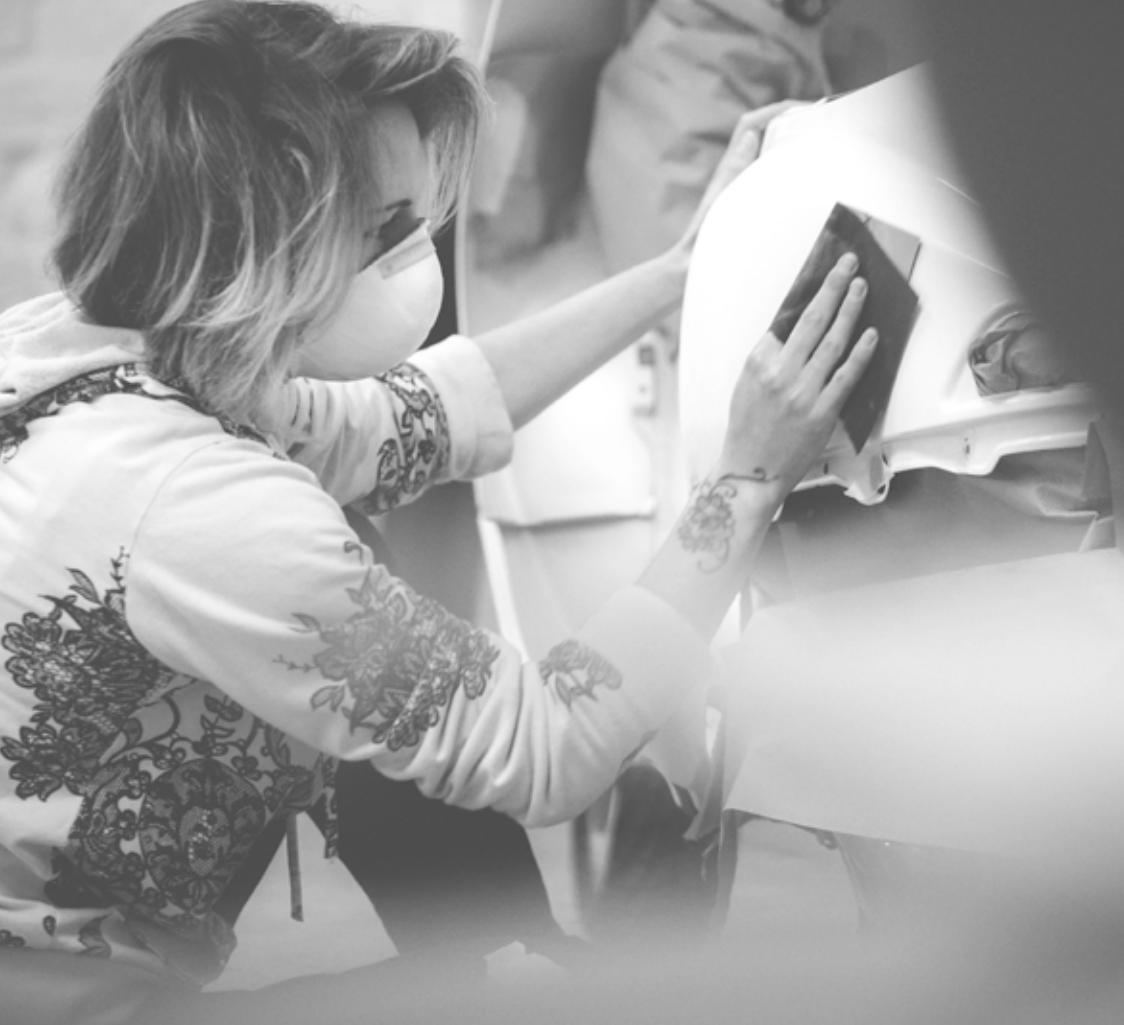
A veritable blank canvas for their artistic aspirations, the first stage of the project's realisation was the selection and purchase of a white Vespa, which was then lovingly painted on and illustrated by hand by urban artist Lowe.

The fact that Suzko is an urban artist goes hand in hand with street art – and street photography, a favourite style of MacLaughlin and also a genre of photography for which the Olympus PEN range is ideally suited. But rather than painting on public walls and spaces, Suzko uses canvas and creates her artworks upon commission, rather than surreptitiously in the dead of night. Unlike probably the most famous street artist of the moment. All Suzko's artwork is also created freehand, rather than stencilled, arguably requiring an even greater degree of skill.

The visual transformation of the brand new Vespa, helmet and camera combined took place over a three-week period in a workshop in Shoreditch, the thriving hub of London's historically and creatively rich East End.

Vespa was chosen because it is a brand with a similar heritage to the Olympus PEN. Extremely cool and coverable in a retro / vintage way, it seemed the perfect 'fit' with the Olympus. The E-P5 is the first of the digital era PENS to actually have 'Olympus PEN' printed on the front of the camera. It even harks back to the old Olympus PEN F with its iconic typography. Inevitably then, McLaughlin and Suzko wanted to create an artwork that did justice to that esteemed heritage whilst putting their own unique spin on things.





On the Vespa, the seat can be opened and the Olympus PEN stored within – making the Vespa the ‘ultimate camera bag’.

To bring the premise to fruition, Suzko painted on the scooter and visually transformed the accompanying helmet, along with the lavishly detailed Olympus PEN E-P5 camera itself.

Via the Olympus Art Edition the E-P5 has become the ultimate portable camera kit complete with the ultimate ‘case’ – a Vespa scooter for the street photographer who likes to travel light.

Photographer McLaughlin’s key involvement was in taking and supplying the behind-the-scenes images of the Olympus Art Edition’s creation that you see peppered through these pages.

In addition McLaughlin re-created a host of the classic Olympus Pen advertisements using the new camera. An old ad that particularly caught his imagination was where, to highlight the camera’s size, it was placed in a gentleman’s shoe. “As the Olympus Pen itself is a blend of classic and modern, I wanted to intersperse these new recreations of old ads throughout the story of this project,” he reveals – thus drawing visual parallels.







"We've called it Art Edition because we're essentially combining art with the camera," he continues.

Stored within the artistically souped-up scooter for the first ever Olympus Art Edition is the E-P5 camera and a full complement of Micro Four Thirds system lenses to use with it. Whilst the project was intended to be exhibited and put on display as an 'artwork' it was always intended for sale too. And its eventual owner will be able to enjoy an exclusive one off.

"The Olympus PEN series has been going since 1959 and has 50+ years of heritage behind it, which also makes it very appealing and desirable," conclude Suzko and McLaughlin.

















OLYMPUS ART EDITION KIT CONTENTS



PEN E-P5 (WHITE)

Featuring Suzuko's Artwork



VF-4 ELECTRONIC VIEWFINDER

Detachable electronic viewfinder

2 X CS-41B PR

Premium Leather Body Jacket



2 X CSS-S109 L

White Leather Strap



PEN E-P5 (WHITE)



2 X PEN STREET CASE L

Sporty retro style case



REPORTAGE LENS

M.ZUIKO DIGITAL
ED 12 mm 1:2.0
with LH-48 Lens Hood



SNAPSHOT LENS

M.ZUIKO DIGITAL
17 mm 1:1.8
with LH-48B Lens Hood



PORTRAIT LENS

M.ZUIKO DIGITAL
45 mm 1:1.8
with LH-40B Lens Hood



BODY CAP LENS

15MM 1:8.0



PREMIUM PORTRAIT LENS

M.ZUIKO DIGITAL
ED 75 mm 1:1.8
with LH-61F Lens Hood



SPORTS ZOOM

M.ZUIKO DIGITAL ED
75-300 mm 1:4.8-6.7



FL-600R

Wireless Flash

Make This
COMPARISON
TEST

Place Any Other Full System Camera Over This Lifesize Hand

... Compare It With The Compactness of This "Tiny Miracle"!

OLYMPUS 'PEN' is Half the Size, Half the Weight!

It's so compact you'll pocket your PEN, have it ready wherever you are! Fully automatic, you simply aim and shoot perfectly exposed, pin-point-sharp colour or black & white. World-famed Olympus lenses and quality engineering make the PEN the choice of some of the world's top photographers.

See your local photographic dealer for a demonstration or visit www.olympus.co.uk/pen.

The new OLYMPUS PEN marks a brand new standard for high imaging quality.

Since 1959, Olympus PEN has been setting standards in design and technology to meet the highest demands. Now, in the 21st century, Olympus PEN is continuing its success with perfect image quality performed by high technology in an adorable retro design. The distinctive shape and the finish of the metallic front section are just some of the pen's design hallmarks which are inspired by the now legendary PEN-F from 1963.





Size 9

Find out more about artist Susie Lowe at susielowe.carbonmade.com and photographer Jay McLaughlin at www.jaymclaughlin.co.uk

With thanks to Scootech (www.scootech.co.uk) without whom this unique collaboration would not have been possible.

Handy carrying case for a Compact System Camera

Contents: one camera, one wide-angle prime lens and an SD Card. There's even room in the toe for an electronic viewfinder and a spare battery.

We're dramatising the fact that the Olympus PEN E-P5 is smaller, lighter and easier to handle than a DSLR. And because the PEN E-P5 is a full system camera it can do anything a DSLR can do and more. Make us prove it.

See your local photographic dealer for a demonstration or visit

www.olympus.co.uk/pen. **Olympus PEN E-P5**



SINCE 1959

OLYMPUS