

U  
©



9 770262 357068

£3.50 US\$9.99 YEN1850

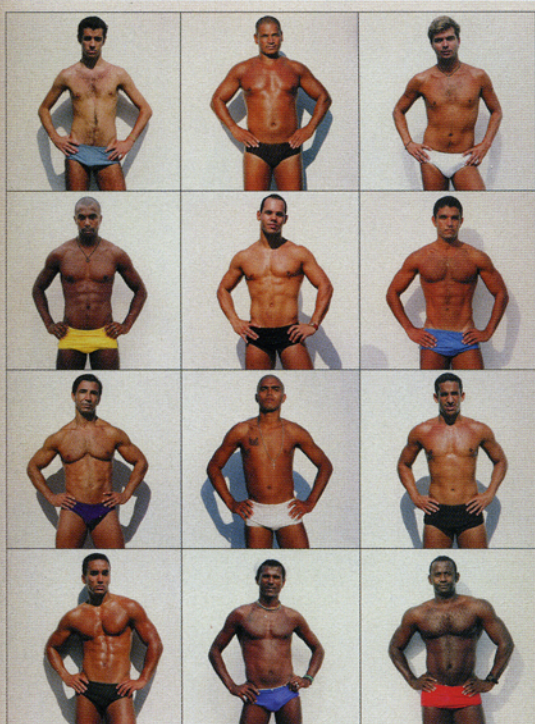
Rebel!



53. Ghoulies - Rotterdam 2002



46. Muralman - Casablanca 2000



43. Bundaboy - Rio de Janeiro 2000



17. Smas - Rotterdam 1997

## Snap!

How do you know you're a true individual? When there are at least 12 of you. Rotterdam-based photographer Ari Versluis and stylist Ellie Uyttenbroek have documented an endless flow of impromptu, street-born identities since 1994 with scientific precision. A white backdrop and 12 untouched live samples of the same 'species': it's a method so strikingly simple, it's hard to believe nobody ever thought of the idea before. "We're not after whimsical trends or quick fashion statements," Versluis explains. "We're interested in strong archetypes or specific social groups. Young kids in particular want to stress their peerless individuality, but at the same time they want to belong to a gang of likeminded souls. In that sense, clothes and haircuts become tools. It's always about getting it right, taking in the codes, achieving the aspiration." Hence *Exactitudes*, the word they invented for their clean and linear series. Blurring the line between originators and copycats, their strictly realistic portraits-in-grids question the very essence of uniqueness and conformity in our universe swamped with co-opted style tribes. "We never photograph our subjects in one single take," Versluis explains. "Sometimes it takes months to find a 'similar' follower of a certain aesthetic. We did a series on white kids with dreads. Every single one of them was very chuffed with their haircut, but faced with 12 other kids with the same locks, most chopped them off. They just couldn't stomach the fact that other people were making the same statement as them." Now their work ("I call it our butterfly collection," Versluis corrects) has made it into a must-have book – but not to be used when in need for safe styling tips. **PETER DE POTTER**

*Exactitudes* is published by 010. The exhibition at Apotheke Stadmitte, Maurstresse 67, Berlin throughout May. See: [www.exactitudes.com](http://www.exactitudes.com)  
PHOTOGRAPHY BY ARI VERSLUIS