Society conditions us to see fashion models in a particular way, a way that we have long thought is the **(1)** _____. But what is 'normal', really? Rick Guidotti is a famous fashion photographer and his project Positive Exposure challenges the way we see normal. The models he uses are a representation of the **(2)** _____ in society and include individuals with a visible **birthmark** or genetic conditions such as **albinism** or Down's syndrome. Positive Exposure shows young people who have confidence in themselves, and a positive body image. Guidotti's aim is to be inclusive and to 'change the way we see'.

Rick Guidotti was a fashion photographer. He regularly flew to New York, Paris and Milan to photograph 'perfect people'. There was no one overweight or **(3)** _____ on his photoshoots; they were all **elegant**, **slim** and attractive models. Then, one day, after a photoshoot in New York, he noticed a young girl at a bus stop. She stood out from the people around her because she was very pale-skinned and fair-haired. In fact, she had a genetic condition called **(4)** _____, and Guidotti thought she looked **stunning**. Fascinated, he researched information about the condition, but the images he found were **upsetting** and sad. Albinism was presented as a disease, as something **(5)** _____ and unattractive.

Guidotti wanted to challenge people's **perception** of genetic conditions like albinism. He organized a photoshoot just like the shoots he did with models and photographed young people with albinism in the same way, using stylish clothes, make-up and lighting. The first girl, Christina, came in with her head down and made no eye contact. She looked self-conscious about being the centre of attention. Perhaps people had **(6)** _____ her albinism or maybe she felt awkward in front of a camera. But Guidotti knew how powerful the camera was as a medium, and he wanted to use it to 'present **self-esteem**, to present **self-acceptance** and to see beauty'. The photos Guidotti took were a big **(7)** _____ and appeared in magazines and on websites all around the world.

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