

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 a **breakthrough** in magazines and on websites all around the world.