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FASHION IN THE NATION'S CAPITAL

## The art of jo

JAVIER ODDO

15

most-wanted  
man gifts

**Editor's pick**  
Timepieces for  
a new decade

**Facebook**  
fans kiss and tell

\$4.99 • WINTER 2010 • VOL. 2 ISSUE 1  
ISSN 1942-5147



9 771942 514009

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#### Cover credits

**Model:** Sharon TK

**Photographer:** Javier Oddo

**Makeup:** Yuliya Kozak-Virga

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Photographer **Javier Oddo**, winner of 2 honorable-mention awards from the 2009 International Photography Awards, showcases his latest work.

Model: **Shannon Sousa**; Makeup Artist: **Yuliya Kozak-Virga**



PHOTO BY JOAQUIN BOLDRINI

# From the creative mind of Javier Oddo

## Photographer finds unique ways to express his work

**Q:** What makes a self-taught photographer from Santiago, Chile, so incredibly creative?

**A:** Well ... thank you very much for that! To be honest, I don't really know. I think that the same fact of moving from Chile to another country made me change the way that I look, see and do things.

**Q:** Why did you move to New York City?

**A:** Long story short, I moved to NYC to pursue my career as an architect. I studied in Chile and I had the opportunity to do an internship at an architecture firm here. Maybe because of my background, I started experimenting with taking photos around the city, and after a while I decided to focus on portraiture.

**Q:** You recently received 2 honorable mentions from International Photography Awards 2009 (IPA). IPA is one of the most competitive photography competitions worldwide.

**A:** To be honest ... I was happily surprised, especially because all the work that I have done since I started doing photography, has been done with the most simple

and basic tools that you can imagine. I am very proud of myself, but I also realize that I have a very long way to go and so much more to learn. And that same fact motivates me to keep working hard and learn as much as I can.

**I** always believe in creativity and I think everyone is creative in their own way. I was lucky to find the right channel to express it.

— Javier Oddo

**Q:** Your current work expresses fantasy and beauty. Where do your concepts come from?

**A:** They come from different sources. Sometimes the concepts come from dreams or thoughts that I have or simply through a conversation with friends and people that I know, or just smashing my brain thinking about simple daily situations that could be interesting to shoot and translate into a beauty/fashion/commercial concept.

**Q:** Picking the right models for a shoot must be difficult.

**A:** Yes, that's really tough, especially because sometimes I come up with really edgy and crazy concepts. Not everyone is up to having a wet, smelly and heavy octopus on their head for about an hour and be focused on doing poses and expressions, for example.

I have the luck to have worked with amazing and very talented people and I am very grateful for that.

**Q:** Do you ever consider moving to the nation's capital?

**A:** I always leave the door open for new opportunities that involve moving to other places. But for now NYC is great. Until I establish myself as a professional photographer, I can't think about moving. But if I have an offer to work (outside) of NYC, I would definitely consider it.

**Q:** In your opinion, what makes a fashion photograph sexy?

**A:** I think what really makes a photograph sexy in fashion is the body language. The body, like the eyes, can say 1,000 words in one frame. It's not just about the facial expression, which is very important, but also what and how you say it using the body. Every single angle of the body is important when you look at the complete picture.



**MODEL:** ERNESTO ARAUJO  
**MAKEUP ARTIST:** YULIYA KOZAK-VIRGA  
**PHOTOSHOP ARTIST:** OLGA GOGOLEVA





I love color, food and textures, because all those things affect pretty much all the senses. I always try to incorporate color in my work, maybe because of the fact that color stimulates brain function and if I can make your brain work with my work, it means that you think and reflect about it. I think that's awesome, don't you?

— Javier Oddo

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"I think that everyone is creative on some level and in their own way."

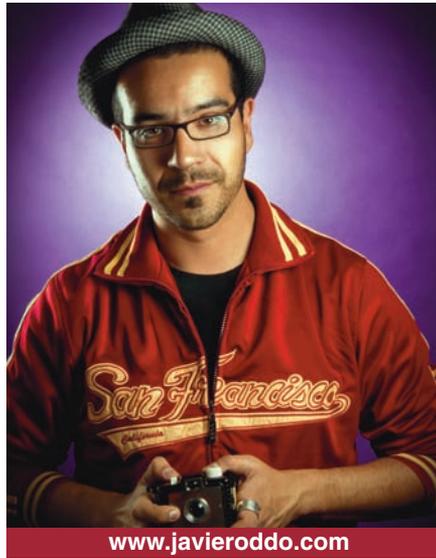
— Javier Oddo

**Q:** Who is currently the most influential person in your life?

**A:** Everyone that is around me: my girlfriend, family and friends. I always say that I am who I am because of who I have around me. I am very grateful and lucky to have very good friends, family and people close to me. I am a simple guy who tries to keep his feet on the ground. Now, there are a lot of professional photographers out there that I admire and respect for the work that they do.

**Q:** Why don't you consider yourself a professional photographer?

**A:** The only reason I don't consider myself a professional photographer is because I don't make my living doing photography. That's my goal — and I am currently pursuing it.



[www.javieroddo.com](http://www.javieroddo.com)

PHOTO BY JOAQUIN BOLDRINI

**Q:** How do you relax?

**A:** I relax by doing things. Actually I try to be busy all the time. I don't know why, I probably enjoy it, I guess ... I always like to give my 200% on what I do. I mostly relax doing photography, shooting. It's definitely not a physical way of relaxing, but helps me a lot mentally. It's kind of difficult to relax physically if you don't leave the

city ... and I almost never leave it. I like the buzz of NYC.

**Q:** Creative people are born gifted. Do you agree?

**A:** Hmm ... that's a tough one. I think that everyone is creative on some level and in their own way. I think that being creative is a human condition, as the human beings we all are, we have the capability to "think & create." Everybody has the essential tools to be creative, so I wouldn't be sure if it's a gift. Now, the tricky part is to find the right channel to express it and develop it.

**Q:** What is the number one goal you plan to reach in 2010?

**A:** Well, I consider myself to be a dreamer, and when it comes to goals I usually don't have one that is very reachable, at least in the short run. Photography for me is a long term project/career and I realize that it is not going to happen from one day to the next one.

My goal for 2010 is to have an exhibition of my work. I have reached a point where I feel pretty comfortable with the work that I have and I would like to show it to the public. To go along with this I am working on putting together a look-book with a selection of my best work. ■



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