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THE CARDINAL GALLERY presents as part of
The SCOTIABANK CONTACT PHOTOGRAPHY
FESTIVAL 2021:

BRYAN HELM
FTW-FOREVER TWO WHEELS

"To view Bryan Helm's moto and vintage race images is to get a rare, insider's look into motorcycle counterculture, its embrace of gasoline-sparked, two-wheeled machines, and the ties that bind a timeless brotherhood together. "

-RAHOUL GHOSE, NYC MOTORCYCLIST MAGAZINE

Exhibition Dates: July 22 - August 22, 2021

Reception: Saturday, July 24, 2021 12-6pm
ARTIST IN ATTENDANCE

Sign up: <https://www.signupgenius.com/go/ftw>

Address: The Cardinal Gallery 1231
Davenport Road, Toronto



image © Bryan Helm

If you ask photographer Bryan Helm what the key to his success has been, he'll tell you it's all rooted in kindness and patience: "Be the first to turn up and the last to leave and you'll get the shot while making friendships along the way. "

Photographer Bryan Helm also started in advertising and continues to work with clients like Coca Cola and Jaguar. But Helm's love of speed and design, and a draw to the subversive fringes drew him to the motorcycle and racing communities where he has documented motorcycle culture for over 20 years. FTW-forever two wheels showcases the images that Bryan has captured over the years, chronicling the unique characters, beautiful motorcycles, stunt riders, racers, and celebrity bike builders he has encountered riding his Harley across the country to bike rallies and vintage races. Through Helm's eye both bike and rider share the focal point, while the dust, the speed, the anticipatory moment before the finale are firmly situated as subtext. Helm's photographs ride high and resonate with excitement and possibility. As a topic of exploration FTW-Forever Two Wheels might create an expectation of stereotypical masculine energy or boyhood enthusiasm, but in fact Helm's work is quite the opposite. FTW-Forever Two Wheels is wholistic in its element and expression and is totally void of cliché.

The black and white images displayed in FTW-Forever Two Wheels were captured over the years in both film and digital. The digital imagery is converted to a physical negative and contact printed on fibre base paper. Then traditional and vintage printing processes are used for the final photograph. Processes that give the image a warm toned black and white look perfectly suited to the subject matter. Colour imagery is printed as C-Prints or the digital captures are Chromira C-Prints.

These techniques are also wonderfully showcased in Helm's portraiture where he captures the individual in their element with a feel that he has photographed them in a safe place that he, possibly before the subject, has just recognized. Helm captures moments of bright, honest, edgy expression. A scream, a laugh, pride of place, a bike racing toward the camera at impossible speed, all an immersion into someone else's best moment.

His prints are available through The Cardinal Gallery in very limited editions.



The Cardinal Gallery

The Cardinal is a creative exhibition space with a focus on showing fine art photography as well as providing an inviting event venue for the arts community. The Cardinal focuses on presenting fine art photography in limited editions.

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