

It all started during my walks around London while pushing the pram here and there. At first I photographed Nora from a given distance against gloomy backdrops of London's streets, alleys and former council estates, then I started including human figures, mostly unaware of being included in the frame. Then I started looking for situations that were to the opposite spectrum of childlike contexts. I was looking to capture the contrast between the innocence of my 1 year old Nora and the world of strangers she would have to be dealing with in the future. From here on the project evolved in its multi layered and multifaceted angles. I wanted to capture the introduction of Nora to the world she'll be interacting with in the future, while showing a cross section of today's Londoners, rich and poor, trendy and dodgy, young and old...I aimed to collect as much a variety I could.

The idea of using Instagram to showcase the work in form of a mini picture blog was given to me from my buddies and great photographers Muir Vidler and Pal Hansen, who suggested Instagram was the perfect platform to publish regular posts on Nora There.

To me it all made sense also because I shot the entire project using exclusively a smart phone camera.

The posts became regular and the audience quickly grew in numbers...although I finished the project shortly after my daughter turned 2 years old, despite the continuous requests from my followers to do more, because as soon as Nora became more conscious of her surroundings I noticed in her the early signs of what could have possibly turned eventually into an unpleasant discomfort.

Also, I made my statement, I said what I needed and wanted to say and that's enough.

Funny enough my project Nora There turned out to be less about Nora and more about the "strangers" I photographed together with her, that's why this series differs from the tradition of family photography, where I'd guess photographing the relatives is rather the focus, content and intention of the photographer....in a nutshell, I have never been a reluctant father ;-)