

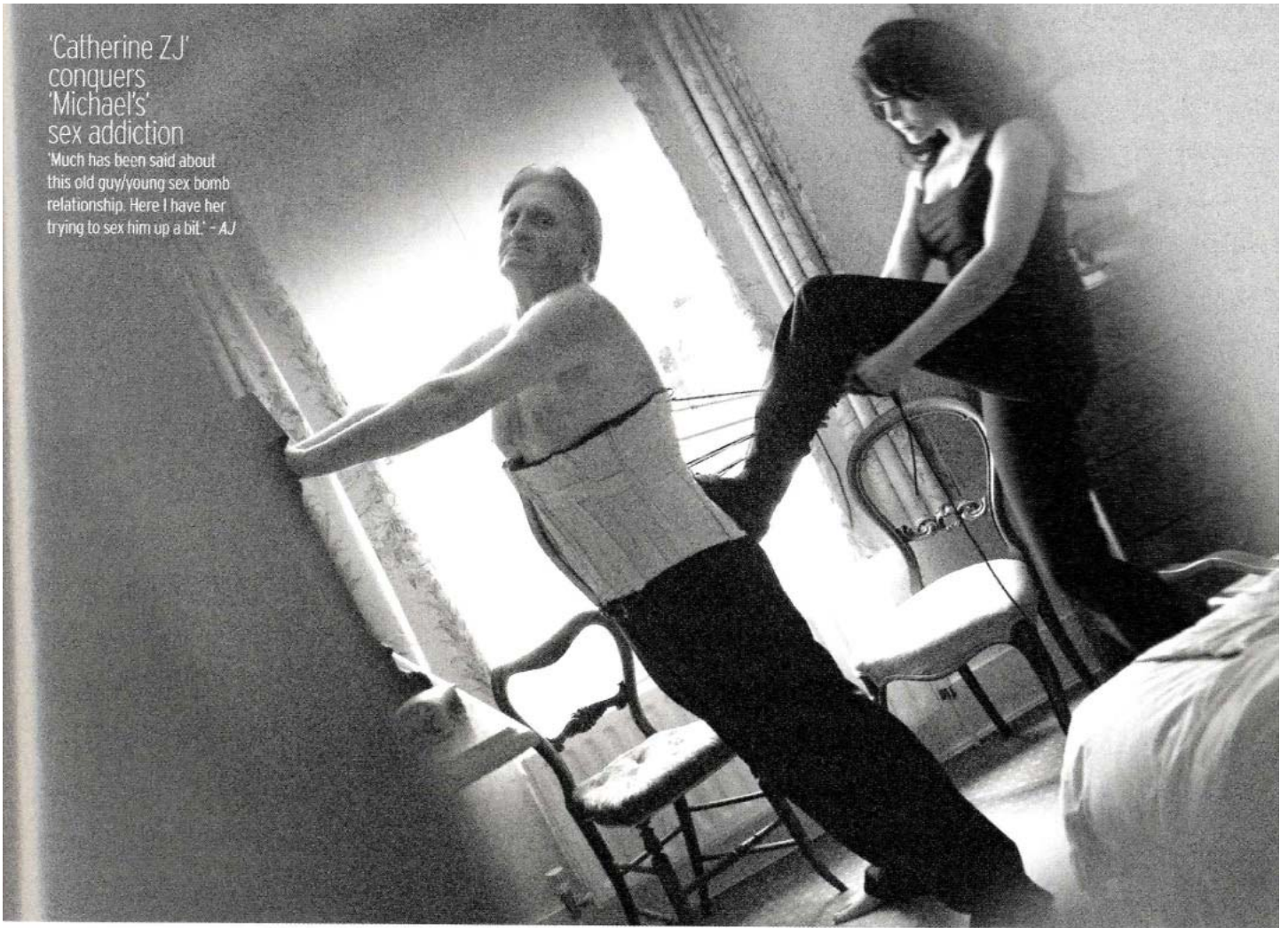
marie claire reportage *

IS THIS REALLY BRANGELINA?

Maybe, maybe not. Photographer Alison Jackson uses lookalikes (and in some cases, the celebs themselves) to satirize our obsession with fame and capture voyeuristic fantasies the tabloids could only dream of scooping in real life

'Catherine ZJ'
conquers
'Michael's'
sex addiction

'Much has been said about this old guy/young sex bomb relationship. Here I have her trying to sex him up a bit.' - AJ



MEET ALISON JACKSON

How do you find these lookalikes?

I use a lot of agencies and I have a brilliant casting director. We approach people in the street, in restaurants and shops. I've also gone up to people only to find they're the actual celebrity - Naomi Campbell, for example. Celebrities often look so different to their media image they're almost unrecognizable. Often they're much shorter too!

Who is your favourite impersonator?

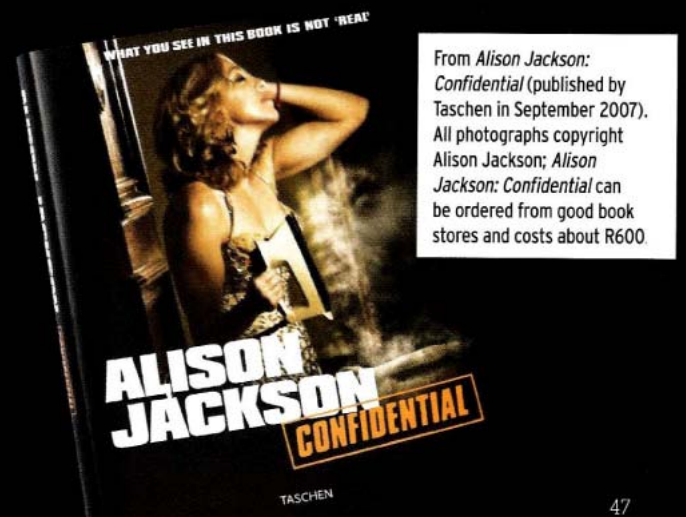
Paris Hilton's impersonator is always fun. Richard Gere's is another favourite; he was chased down the street once by screaming girls. The Beckham set-ups can be difficult. We were chased out of a department store in Japan by screaming fans. Even though it soon became clear they were only lookalikes, they were still mobbed!

Have you ever received any feedback from the real celebrities?

I think a lot of them understand what I'm trying to say - that they're a construct of the camera lens, and we as the public feed this obsession by buying magazines and newspapers. Some celebrities do miss the point, though. One person came to an exhibit and demanded that a photo be removed. He slammed the wall with his fist so hard the frame fell and the glass smashed. On a lighter note, Victoria Beckham saw one of my pics and said she didn't recall posing for me. Now that's a good lookalike! **Is there anyone you wouldn't dare to spoof?** I wouldn't say I'm trying to 'spoof' anyone, but I'm not worried about causing controversy either. I do, however, feel sorry for some of the celebrities I've

involved, for example, Britney [Spears]. I have some regrets when it comes to her; the public and the media seem to enjoy pulling her apart.

Would you enjoy photographing the real subjects, or is it more fun using stand-ins? I actually have used the real celebrities in some shots, though I'm not telling who!



From Alison Jackson: *Confidential* (published by Taschen in September 2007). All photographs copyright Alison Jackson; *Alison Jackson: Confidential* can be ordered from good book stores and costs about R600.