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Media Advisory

New Photography Book *GORGEOUS* Promotes Progressive Gender Concepts and Invites Brooklyn's LGBTQ Community to Pose for Portrait Series

What: "[F*CK'N GORGEOUS](#)," a party and open-call for photo book *GORGEOUS*

When: Sunday, April 6, 2014 2pm-6pm

Where: Secret Project Robot, 389 Melrose Street, Brooklyn 11237

Who: The *GORGEOUS* Project with special host **Penny Arcade**

If there is one book that you truly cannot judge by its cover, its [GORGEOUS](#) – an intimate portrait collection that spotlights the style, struggles, and successes of queer artists and performers who live life beyond traditional gender norms.

"Our goal is to entertain, empower and challenge societal gender norms by celebrating individuality and the outrageous beauties in our book," said co-creator and photographer Rob Lebow.

"We're using very specific lighting, framing, color scheme, styling and retouching to create something unique and special," said Creative Director Masha Kupets-Navarre.

Among the book's current subjects:

Armen Ra – Iranian-American music artist and Theramin master who recently released his documentary "[When My Sorrow Died](#)."

Buck Angel – Born biologically female, Buck transitioned to male and forged a successful career as a porn star, which he documents in "[Mr. Angel](#)," recently released on Netflix.

Tammie Brown – Arguably the quirkiest of all RuPaul's Drag Race contestants

"I'm proud to be part of *GORGEOUS* because it celebrates individuality in the LGBT community, which at large is more conservative than it should be," Armen Ra said. "I hope it will inspire and inform LGBT youth and make the world a bit more 'gorgeous' for them."

NEXT STOP: BUSHWICK

On April 6, *GORGEOUS* invites Brooklyn's LGBTQ community to '[F*CK'N GORGEOUS](#),' an open event where attendees can get their photo taken for the book, which is scheduled for release in September 2014. The event will be co-hosted by Penny Arcade, one of New York's most legendary performance artists.

"I hope that *GORGEOUS* will trigger people into questioning and supporting their ideas about identity and self expression, preferably their own," said Penny Arcade.

For interviews and/or to attend the event, please contact:

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