

Press Release

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For Immediate Release

Fade to West
Paul Jasmin & Todd Weaver

July 10 through September 6, 2025
Exhibition Reception: Thursday, July 10th

Fade to West is a photographic exhibition that brings together the visionary work of Paul Jasmin and Todd Weaver—two artists who have made tangible the fleetingness of Los Angeles’s beauty and sunsets.

Though neither artist was born in California, both were drawn to a city as radiant and restless as them. Now deeply rooted in its culture, they embody its essence—capturing not only its landscapes and people, but its elusive atmosphere. The exhibition pairs Jasmin’s evocative portraits and cinematic vignettes with Weaver’s ethereal scenes of nature, offering a dual portrait of a place defined by light, youth, and transience.

Jasmin helped define the visual language of Los Angeles, staging moments of youth and intimacy against the soft glow of the city’s ambient warmth. His photographs are imbued with compassion and quiet curiosity, revealing a version of the city that feels personal, suspended, and tenderly observed.

Weaver, meanwhile, explores the edges of California—its windswept dunes, sunlit surf, and shifting horizons. Through analog processes and in-camera experimentation, his work transforms familiar vistas into one-of-a-kind impressions—each frame a meditation on movement, time, and atmosphere.

Together, Jasmin and Weaver render California not as an ideal or illusion, but as a living, breathing place—one that glows brightest in moments that never last.

Fade to West was developed in collaboration with Paul Jasmin prior to his death, and we are honored to present it as intended—celebrating his artistry and his enduring love for the city of Los Angeles.

Paul Jasmin (1935–2025) was an American photographer, illustrator, and educator whose work distilled a precise and evocative vision of beauty. Born in Helena, Montana, Jasmin began his career as a painter and actor before turning to photography in the 1970s, encouraged by his friend Bruce Weber. Drawn to themes of youth, innocence, and sexuality, Jasmin created dreamlike tableaux that transport viewers into a world of seductive beauty and languid allure. Set largely in and around Los Angeles, his images explored the tension between aspiration and reality, reflecting a lifelong fascination with glamour, the

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American dream, and fleeting moments of becoming. His editorial and commercial work appeared in *Vogue*, *GQ*, *W*, *Interview*, *V Man*, *Teen Vogue*, *Vogue Hommes*, and in campaigns for APC, Bergdorf Goodman, Saks, Nordstrom, and others. He published three monographs: *Hollywood Cowboy* (2002), *Lost Angeles* (2004), and *California Dreaming* (2010, Steidl/7L).

Jasmin was also a dedicated teacher at ArtCenter College of Design in Pasadena, where he mentored generations of emerging artists with a quiet rigor and an unshakable belief in the power of imagination. Known affectionately as “Jazz” by his friends and students, he brought the same sensitivity and elegance to his teaching as he did to his images. Jasmin passed away peacefully at his home in Los Angeles on May 24, 2025, at the age of 90.

Todd Weaver (b. 1970) is an American photographer recognized for his expressive use of color and intimate portraits of artists and musicians. His work is distinguished by a bold and exploratory approach to color, which brings emotional depth and vibrancy to his images. Weaver began his career under the mentorship of established photographers including William Claxton, Ellen von Unwerth, Herb Ritts, Steven Klein, and Randee St. Nicholas. Developing his own distinctive style, he has created portraits of figures such as André 3000, Lita Albuquerque, Paz Lenchantin, Devendra Banhart, and Father John Misty, and collaborated with brands including Nike, Veuve Clicquot, and Cadillac. His first monograph, *36* (2018), features portraits taken with a vintage half-frame camera, emphasizing spontaneity and intimate moments.

More recently, Weaver has focused on Southern California’s surf culture, creating atmospheric, analog portraits that explore the relationship between surfer and wave. Combining experimental film techniques with a strong compositional sensibility, Weaver has participated in several group exhibitions and has been selected multiple times for the *American Photography Annual*. His work has also been included in two recent publications by Taschen.

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