



Adam Hinton

Adam Hinton's Anti-Sex Trafficking campaign for the Home Office was selected for our Photography Annual last month. Unfortunately, a production problem led to his images being mis-cropped. We wanted to take this opportunity to show the images as they should have been and also to explain a little more about the campaign.

Hinton was commissioned by RKCR/Y&R creative team Nicola Hawes and Andy Forrest for the job in March this year. "It was a campaign aimed at people who use brothels," Hinton explains. "The women may well be there under duress and, if that's the case, then these men are committing rape. So the campaign was to highlight the responsibilities of the people who visit these places."

The team showed Hinton a variety of visuals before asking him to go to Soho, alone, to shoot the job. "They

wanted the notion of this seedy, secretive world, with red as the dominant colour," Hinton explains.

Having shot in Soho before, Hinton was aware that the locals are not altogether friendly towards photographers: "People get really shirty. They can't stop you photographing but they will come over and try to intimidate you," he says.

Eventually, he found an unlikely guide to help find suitable locations: "This homeless guy asked me if I wanted a woman – he must have been

ABOVE: From photographer Adam Hinton's Home Office Anti-sex trafficking campaign which was selected for the CR Photography Annual last month. See more at adamhinton.net

working for them. We got talking and he took me round and told me about the conditions there."

Although asked not to include anything that would identify a particular place, Hinton says he nevertheless became drawn to the signs in doorways that mark out brothels: "It's so blatant and they have this makeshift handmade quality." Having covered off the shots in the brief first, he "started photographing

these signs in context, showing the poor conditions, the dirty walls and knackered staircases, which gave it that seedy undercurrent."

The creative team liked Hinton's additional shots and incorporated them into a powerful campaign that challenges those who use prostitutes to report any suspected abuses. ■

Adam Hinton is represented by Wyatt-Clarke & Jones
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