LOCATIONS
Global Home
Brazil
Canada
Japan
Lebanon
Mexico
Russia
Spain
UAE
UK
US

INTERESTS
Art
Music
Fashion
Nightlife
Cocktail Culture
Travel
Hotspots
Mixology by Perrier
Luminaries

GLOBAL HOME > US > MIAMI > ART



Art | *November 30, 2012*

0

Behind the Lens: Kerry McLaney

By Christine Borges

If you want to know exactly what artists are up to pre-Basel, you follow Kerry McLaney on Instagram. As the Founder and Creative Director of both 305 Creative Group and Miami's Independent Thinkers, she has her finger on the pulse of everything Wynwood. McLaney's almost hourly behind-the-scenes updates act as almost spoiler alerts of what's to come next week. You won't find photos of celebutantes or socialites on her newsfeed… And we like it that way.

But why does she post all of her wall-worthy shots instantly on Instagram? "My main focus has always been print design [with 305 Creative]," she says. "But I have been really exploring social media marketing."

Specializing in shooting with natural light, McLaney believes that composition makes a good photo. She's shot it all: still lifes, people, sports, fashion, portraits, nightlife, events, and every form of alternative photography. But it's truly her fascination with Wynwood that makes her photographs so popular. The images show another side to the neighborhood, worlds away from the hipsters and the graffiti it's become so well-known for; it shows Wynwood as a thriving community, filled with more than merely street art and trend seekers.

McLaney launched Miami's Independent Thinkers in 2009 with the sole purpose to showcase a lot of these local artists. We caught up with her recently to discuss this, as well as the group's plans for Miami Art Week.

What's a typical day for you like?
Kerry McLaney: Lately, I wake up between 5 and 7 am (Basel season) and check e-mails, Facebook, Twitter, Instagram accounts, browse through all my favorite art/design websites and catch up with all my clients. After that I usually seek out breakfast or lunch with one of my cohorts and patrol the streets of Wynwood. I check for new murals or any type of street art, breeze in and out of all the local business such as Wynwood Kitchen & Bar, Joey's, Lester's, Panther Coffee and Wood Tavern. In the evenings, I try to attend as many art and music events as possible. I like to connect with everyone in the neighborhood. I originally moved in the 'hood back in 2000. I lived in this big house on 24th which later turned into "The House," an alternative art space run by Tao Rey, Bhakti Baxter, Martin Oppel and Daniel Arsham. So I've seen Wynwood change tremendously.

What's your favorite venue to shoot and/or subject in in South Florida?
Currently, anything Wynwood.

What's your earliest photo taking memory?
Well, I was born and raised in Haiti. The earliest I can remember is taking pictures of my cat, yes, surprise. I was probably 5.

How did you get into it?
My great uncle was a high-society photographer in Miami from the '50s-'80s, so I grew up with cameras at a young age. I quickly became obsessed… I used to photograph *everything*. I had a basic 110 camera that I would have to send the film away to the States to process, would take about 4 to 6 weeks. And triples of everything! He passed away a few years ago and I inherited his massive camera collection, approximately 75 total. My goal down the road to is to use all the cameras for a big project.

What inspired you to launch Miami's Independent Thinkers? What are the group's Basel plans?
Miami's Independent Thinkers was launched in 2009 with the sole focus to showcase local artists. Art Basel Miami Beach, the largest contemporary art fair in the world has been in Miami since 2002; mostly featuring international artists. The organization was started to house local artists under one roof. This year will be our fourth Basel satellite fair, which will be held at The Armory Studios (572 NW 23rd St.) in Wynwood, December 6 to 9. We will feature 50 South Florida-based artists as well as live performances, bands and DJs.

Your Instagram is so entertaining. What inspired your #sunsetsituations hashtag? (Besides the obvious.)
The term was started in Haiti, right after the earthquake. I volunteered as a first responder for a month with Project Medishare at the make-shift hospital on the airport property. 18-hour days could start to take a toll on everyone, so a group of us would gather under the mango tree everyday for what we called 'sunset situations' to share stories, drink adult beverages, unwind and watch the sun set. It wasn't until I joined Instagram that the hashtag really started. Sunsets are something I look forward to everyday.

What events are you most looking forward to working this Art Basel/Miami Art Week season?
All. Of. Them.