

## RUBY LDN

### *Generational Racism*

The name of this series is *Generational Racism*. It tells the story of young Black people in 2020 still having to fight racism today, 400 years after slavery. Immortalised in the images are the emotions and mental state of young Black people.

These subject matters only scratch the surface that a Black person faces daily, yet the question is still asked, 'Why is it only Black Lives Matter?'

RUBY is the founder of RUBYLDN.UK and is a photographer of a plethora of genres including Still Life, Portraiture, Events, Live Performances, Headshots, Fashion, Documentary and Photojournalism. RUBY has featured in many outlets such as The Standard, Rollingstone, Billboard, Grazia, Mirror, Metro newspaper, ESPN, Yahoo, The Times, The Sun, GQ France, ITV.com, Shortlist, Marie Claire Russia, Guardian, Telegraph, Business Insider and Runners World.

RUBY was also a photography consultant for Channel 4's female-led drama anthology series 'I Am' a collaboration between director Dominic Savage and actor Leticia Wright, which is still to air.

RUBY completed a degree in acting, after which she went onto study photography. She always incorporates the process and format of a play with her photography work and thus capturing the beauty and moments through dramatic emotion.

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