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Models aged 80 and over wanted

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By Jonathon Howard

THE SEARCH is on for the Tweed Shire's next top model – but only those aged 80 or older.

Aged care provider Feros Care and award-winning artist Katie Hooper have joined forces to launch 'Visible Me', an artistic photographic project that will showcase more than a dozen seniors in vibrant and unique imagery.

Each successful applicant will participate in a professional photoshoot, complete with make-up and hair artist, that will result in a series of colour and black-and-white portraits to feature in an upcoming exhibition.

They will also be asked to share aspects of their life stories for eloquently written pieces that will accompany their photographs.

Each Visible Me participant will receive two A4 printed photos of themselves — one black and white, and one highly artistic colour also emailed as a digital file — a Triptych frame including two 6x4 photos from the session, and an excerpt of their life story.

Feros Care Creative Marketing Lead Tarnya Sim said Visible Me was the aged care provider's latest Grow Bold Project, which aim to inspire people to tackle new challenges regardless of their age.

"At Feros Care, we are committed to providing older Australians with opportunities to live brighter, better, bolder lives and becoming a 'model' in your 80s, 90s or even as a centenarian certainly fits the bill," she said.

"We are looking for both men and women who are happy to being photographed in creative and stylistic forms, along with being

open when it comes to chatting about their lives.

"Visible Me is all about showcasing seniors in a different light."

The creative force behind Visible Me is Mrs Hooper, who has won acclaim as a project director, stylist, artist and storyteller under the banner of Katie Hooper Art.

Along with photographer Martyna Celeste and make-up and hair artist Cristine Hinttala, Ms Hooper will capture the images and stories of participants at the homes of independent seniors and Feros Care residential villages in Byron Bay and Kingscliff.

Participants will be required to sign a consent form allowing their images to be used for marketing purposes by Feros Care, with all images to remain the copyright of Katie Hooper Art.

Feros Care, in conjunction with Katie Hooper Art, will make the final decision on participants.

To apply, visit <https://www.feroscare.com.au/visible-me>. Applications close June 18



Feros Care wants models aged 80 and over