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Contacts and networking skills gained from her previous career in marketing and communications have proved highly advantageous in promoting **Nicky Willcock's** photographic work. In order to market her latest project on recently closed cult London nightclub The Cross, Nicky has created a stylish website which showcases the images to full effect

London-based commercial photographer Nicky Willcock, who featured in last August/September's *F2 Magazine*, has been busy working on a personal project with the owners of The Cross nightclub in King's Cross. A devotee of The Cross for over 10 years, Nicky's images form a tribute to what has been 'a sacred space' to many of London's hedonistic clubbers, while creating a record of this unique space which will shortly be lost as it makes way for a new Kings Cross development.

Personal work can be a useful way of generating interest in a portfolio that has a more

commercial bias. Many advertising agencies have exhibition space, and if images are seen by the right people, it is possible that this will result in more requests for the portfolio. In Nicky's case, a series of images about a cult nightclub that is closing down are being turned into a way of making income and generating further interest in both her personal and commercial work.

After completing a BA in modular visual arts which taught IT, business, media and film as well as traditional fine arts, Nicky went straight into an account management role in

a marketing agency. "I thought that I could do office work in the day and photography in my spare time, which I soon found out didn't couldn't be done!", she says. "I tried to side-step into photography by applying for roles in picture editing and gallery management, which didn't work because I discovered, people were looking for experience."

Eventually, Nicky applied to do a post graduate certificate in photography at St Martins and, as the end of the course neared, started to reintroduce herself to the network of contacts and agencies that she already knew.

