

VIEWFINDER **COTSWOLDS** WAY (2018) BY ZOE SIM

Fascinated by pink and its cultural associations, British photographer Zoe Sim began making pictures in which the colour was her primary subject. For her latest series, part of a tree-themed exhibition called Arboretum at the Lucy Bell Gallery in St Leonards on Sea, Sim has used infrared photography to turn her foliage a kitschy pink.

They have a look of the grow-your-own-magic-crystals about them, or a TV set for Dougal and Ermintrude. Infrared, though, was once used in war camouflage, adding a darker note to the story, "a futuristic environment where

"a futuristic environment where technology is beginning to seep into nature and malfunctioning at times," says Sim. lucy-bell.com

