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MCQ Fine Art Advisory and Ultimate Fighting Championship® Present
Octagon™: The Exhibition

Photographer Kevin Lynch captures the intensity of mixed-martial arts on film

(May 12, 2008) Michele C. Quinn Fine Art Advisory and Zuffa, LLC, owner of the UFC brand, are pleased to announce the opening of ***Octagon: The Exhibition***, a show of more than 20 chromogenic prints culled from the limited-edition *Octagon* book published by Zuffa, LLC, and powerHouse Books. The exhibition opens Memorial Day weekend in dual exhibition spaces; the MCQ Salon located at 620 S. 7th St. and Soho Lofts located at 900 Las Vegas Blvd. S.

A photographic narrative of Ultimate Fighting Championship®, *Octagon* dramatically documents UFC's mixed martial arts fighters moments before, during and after their intense matches in the Octagon™. Los Angeles-based photographer Kevin Lynch was given unprecedented access behind-the-scenes of this hugely popular sport over a four-year period in order to capture the rawness of the fighters and their fights. Lynch used a globe light in order to best emulate locker-room light—"it's not really a flattering light," says Lynch, "but it's a very honest light."

While Lynch had the blessing of UFC owners Lorenzo Fertitta and Frank Fertitta III as well as President Dana White, when he was in the locker room it was clear that he was on his own. Eventually he gained the fighters' trust and respect; still "the hard part was to get the 'after' pictures from some of these fighters," adds Lynch. "They don't want to be remembered for losing or for looking trashed. It shows a vulnerability, but to me, it also shows a badge of honor."

Internationally recognized for his growing portfolio of conceptual portraiture, Lynch's celebrity, fashion, advertising and fine art images have appeared in museums and galleries throughout Europe and the United States, and in such diverse publications as *Harper's Bazaar*, *GQ*, *In Style*, *Wallpaper*, *Men's Journal*, *Vogue*, *American Photo* and *B&W Magazine*. Though born in the United States, Lynch spent his formative years in Europe, where he "fell into photography" during the course of his fine-art studies. While pursuing degrees in photo design at the Fachhoch Schule Darmstadt and art history at Universitat Frankfurt AM in the mid-1980s, Lynch began assisting photographer Horst Wackerbarth on his book, *The Red Couch Project: A Portrait of America*. After settling in Los Angeles, he assisted celebrity photographer Greg Gorman in the conceptualization, design and printing of Gorman's commercial commissions and publish books.

Octagon: The Exhibition will feature limited-edition prints of such fighters as Chuck Liddell, Forrest Griffin and Matt Hughes, as well as some of their bloodiest fights, selected from the more than 800 photographs that appear on the nearly 400 pages of the 50-pound book; foreword by David Mamet and essay by Dave Hickey. The Collector's Edition, of which there are 450, is priced at \$2,500; the signed Deluxe Edition, of which there are 150, comes with a limited-edition print for \$7,500.

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For more information, please contact Michele C. Quinn Fine Art Advisory at (702) 366-9339 or email us at info@mcqfineart.com.

ABOUT MCQ FINE ART ADVISORY:

Michele C. Quinn Fine Art Advisory is a full-service art advisory and collection management firm with more than 15 years of professional experience specializing in Post-War Contemporary Art, including acquisition, installation and collection management for private and corporate art collections. Services include the procurement of fine artworks by mid-career to established blue-chip artists and museum-quality, fine-art handling of private and corporate fine art collections. MCQ Fine Art Advisory features four exhibitions per year in its salon located in the heart of Downtown Las Vegas.

ABOUT ULTIMATE FIGHTING CHAMPIONSHIP:

The Ultimate Fighting Championship is the world's leading professional mixed martial arts organization and offers the premier series of MMA sports events. Owned and operated by Zuffa, LLC, and headquartered in Las Vegas, Nev., UFC produces more than 12 live pay-per-view events annually that are distributed residually through North American cable and satellite providers including iNDEMAND Networks, DIRECTV, DISH Network, TVN Entertainment, Shaw Pay-Per-View, Bell ExpressVU, Viewers Choice, SaskTel Max™ and via the Internet worldwide on Yahoo! Sports, and commercially through Joe Hand Promotions in the U.S. and Canadastar in Canada. In addition to its North American distribution, UFC programming is distributed in more than 100 countries and territories throughout the world. For more information, or current UFC fight news, visit ufc.com or uk.ufc.com or ufcespanol.com.

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