

JORDI GÓMEZ UNLIMITED



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Prologue

The madness of creative imagination

By Juan Suárez

In 224 pages with over 230 images, photographer and digital creator Jordi Gómez presents this coffee table book as a summary of his 25-year career as an artist in various fields of modern photography. From his beginnings in London in 2000 to 2025, this book showcases a journey that began with a trip around the world, camera in hand, from London to Los Angeles, India, Thailand, Laos, Vietnam, Australia, New Zealand, and the Fiji Islands, where he discovered his calling to capture the beauty of landscapes, places visited, people, and customs of tribes and unique characters. These experiences marked his path toward his passion for photography, his boundless creativity, his interest in graphic design, and an unceasing pursuit and learning of new technologies emerging in the fleeting decades of the 20th and 21st centuries. The idea for this book arose as a project without creative limits, with a hybrid character that drives Gómez to photograph a model, a geisha, a famous DJ like Carl Cox, a renowned actor like Stephen Dorff, an iconic character of the era like Paris Hilton, an innovative fashion designer like Christian Audigier, or the giraffe women of the Karen tribe, in a portfolio with portraiture as common thread. With this approach, he captures his artistic vision, from black-and-white studio photography, analog photography, and advertising to deep portraits infused with graphic design and artificial intelligence today.

“The title ‘UNLIMITED’ reflects my philosophy of life and art. If you don’t believe in yourself, no one will do it for you. I love not being confined to one style and constantly renewing my creative universe,” says the author.

This volume of stunning images, filled with captivating and intense colors masterfully handled by his lens, is divided into six chapters that invite the reader on a mind-blowing journey from the mythical corners of Ibiza to the hidden landscapes and faces of Asia, Europe, United States, Prague, Cuba, Australia or Miami.

I met Jordi Gómez in Ibiza while helping him present a major exhibition at Club Diario de Ibiza in 2011, and since then, I have followed his fascinating evolution as a creative and art lover, recognizing an artist with immense imaginative potential and an extraordinary capacity to work across different formats, fields and audiovisual styles.

The author’s philosophical idea is a way of showcasing how he sees life, expressing a creative universe with sensitivity and a lifestyle through images in a world where we are all potential photographers with a mobile phone. Capturing the audience’s attention in this digital context is complex, so he appeals to good taste to depict eroticism with sensitivity and fantasy, avoiding vulgarity and encouraging people to fantasize and ask themselves, ‘What is this?’ or to provoke sensations and questions about why.

In this aspect, technology has played a crucial role throughout his artistic journey, from taking black-and-white photos in a darkroom to using today's advanced AI. Gómez is passionate about innovation, and his evolution as an artist has progressed alongside new technologies and tools. He asks, 'Where does photography begin, and where does the image end?' His only limit resides in his mind and creativity — he does not follow patterns but lets everything flow, resulting in a broad and varied portfolio that spans Pop Art, digital photography in its highest expression, and the use of Artificial Intelligence (AI) with images of a real future imbued with powerful, vibrant, and sometimes otherworldly colors. For this reason, he envisions a continuous evolution that simultaneously reflects the evolution of photography and portraiture, from the darkroom to the analog era and AI.

"Photography is a form of expression in which every artist shows their identity and creative process. I have lived solely for photography and creating images throughout my life. At first, I wanted to photograph everything I saw around me. We were a duo: my camera and me, and me and my camera. I have been fortunate that photography has become my way of life, breaking molds and creating a happier, more romantic world with no room for sadness." Being able to communicate through the strength of life has been a major goal for the author, who also believes that art can help people forget their problems.

Light and color

Light and color play a predominant role in how a photographer expresses his artistic vision and break molds: "Photography means painting with light; this factor has always been of great importance in art. My idea is to see life through color, to show the joy of living, passion, and strength. Dark and neutral tones depict more tranquility and peace, with no highlights. On the other hand, very vivid colors like red, blue, yellow, and green reflect my style and philosophy as a human being, understanding art as a way to fantasize with a positive outlook and enjoy existence," Gómez explains.

Throughout history, great painters like Picasso have depicted different phases of their lives in their paintings — some darker and others more cheerful, erotic, and happy — suggesting that color is a way of understanding life.

This is how he defines his approach to portraiture: "My art is vitalist, fantastical, and diverse, and color adds passion for life, creating a world that seems straight out of Wonderland while simultaneously communicating thoughts that encourage reflection on social issues. It makes one question the world we live in and whether there is more than we have considered."

The energy conveyed in his images goes beyond technique, as it radiates kindness, joy, and a zest for life — reasons why he appreciates what his works evoke.

Chapter I

Ibiza

The first project as an artist

Capítulo I

Ibiza

El primer proyecto como artista

I ARRIVED TO IBIZA IN 2002,
IT WAS THE BEGINNING OF
MY PROFESSIONAL CAREER.

EN This period begins in 2002 with Gómez' arrival at the once-famous Pacha Magazine, a first project that made him a reference in lifestyle photography, covering a wide range of styles, from world-renowned footballers like Lionel Messi and Carles Puyol to all kinds of celebrities. His professional journey led him to the position of chief photographer for Pacha Magazine, where he contributed significantly to the island's image from the angles of advertising, photography, and graphic design. "Ibiza is highly magnetic for celebrities and attracts great names from the art world in all its forms, especially in summer," he points out. This allowed him to capture figures such as DJ Carl Cox, designer Christian Audigier — who bought four large-format geisha photographs to decorate his Los Angeles home — Paris Hilton in a shoot for designer Roberto Cavalli, Lionel Messi for FourFourTwo magazine, Pacha Group founder Ricardo Urgell, French DJ Bob Sinclar in a shower, actor Stephen Dorff inside an elevator, and his favorite DJ, Erick Morillo, whom he portrayed in various moments of his house music sessions in London, Miami, and Ibiza. "I am probably the photographer who has photographed an extraordinary figure in dance music like Erick Morillo the most," Gómez emphasizes.

ES Este periodo comienza en 2002 con su llegada a la otrora famosa revista de Pacha, un primer proyecto que le convierte en un referente de *lifestyle* y de estilos muy desiguales que van desde futbolistas superfamosos como Lionel Messi o Carles Puyol a toda clase de *celebrities*. En esta andadura profesional concluye en el puesto de fotógrafo jefe del magazine Pachá en el que aporta un importante conocimiento de la isla desde el ángulo de la publicidad, la fotografía y el diseño gráfico. "Ibiza es muy magnética para los famosos y reúne a grandes nombres del arte en todas sus formas especialmente en verano" apunta. Esto le facilitó recrear a través de su cámara a personajes como el dj Carl Cox, al diseñador Christian Audigier, quién le compró 4 fotografías de geishas de gran formato para decorar su casa de Los Ángeles; a Paris Hilton para un shooting de diseñador Roberto Cavalli; a Lionel Messi para la firma 424; al fundador del Grupo Pacha, Ricardo Urgell; al dj francés Bob Sinclar metido en una ducha; al actor Stephen Dorf dentro de un ascensor y a su dj fetiche Erick Morillo, a quien cristalizó en diferentes momentos de sus sesiones de música *house* en Londres, Miami e Ibiza. "Soy probablemente el fotógrafo que mas ha retratado a una figura extraordinaria de la música de baile como Erick Morillo", matiza Gómez.

