

HOW WE GOT THE SHOT



The setup was supposed to be innocent, like from a scene out of a child's fairy tale: *The Good Wife* stars Matt Czuchy and Archie Panjabi sitting cross-legged in a suite at Le Meurice hotel in Paris, surrounded by pastries, cupcakes, scones and petits fours. With the room set, I stepped out to give the crew time and space to get the shot. What I came back to was most certainly *not* on the call sheet: Matt and Archie feeding each other the pastries and playing with the whipped cream. Directing it all was our photographer, Ellen von Unwerth, whose excitement could be heard from the hallway. "Yeah, yeah—OK, Matt, now lick the cream off."

I had been warned: Ellen is an amazing photographer, but she's not afraid to push boundaries. She's playful, sexy, spontaneous and edgy. And she can go rogue, which is what I witnessed the day we spent with her in Paris. We had a whole storyline mapped out, only to have Ellen interpret it in her own way and dramatically change the schedule and the shots.

And it was exhilarating, like a rollercoaster ride that goes all afternoon. I'd never had so much nervous energy in my life, but I was reassured each time I got a glimpse of the photos. They were sexier and more provocative than we had ever imagined, and they were hot. The woman who discovered Claudia Schiffer and photographs Guess Jeans ad campaigns clearly knew what she was doing.

The images played extraordinarily well in our January 2012 issue—they are unmistakably by Ellen von Unwerth.

—Jeremy Murphy, editor-in-chief



ARCHIE PANJABI
AND MATT CZUCHRY
IN PARIS

Watch! celebrates its 50th issue next year. Join us as we count down this milestone with some of our most memorable photos.



ELLEN VON UNWERTH