



FLOWER POWER

Nightflowers receives critical praise at the Architectural Digest Home Design Show

More than 30,000 people attended the Architectural Digest Home Design Show held March 24-27 at Pier 94 in New York City.

The event marked the launch of an innovative collection of large scale fine art photographs. Titled *Nightflowers*, the collection is the vision of author and fine art photographer, David Leaser (www.davidleaser.com) from Los Angeles, California. Leaser's collection was juried by the Architectural Digest Home Design team for inclusion in the MADE section of the event.

Ann Landi, critic and contributing editor for *ARTnews*, attended the launch of the collection and wrote, "*Nightflowers* seduce us as only an unforgettable work of art can: with an invitation to look, and look again."

Nightflowers is a collection of 25 highly detailed photographic images presented in large scale. Using technology developed by NASA, Leaser's *Nightflowers* collection shows large scale botanicals with such detail

you can literally see the pollen glistening on the stamens.

To capture the intense detail of these flowers, Leaser literally had to create a new process. "Traditional camera equipment just didn't work," Leaser said. "The images just weren't sharp enough to enlarge to these sizes, which measure about four feet across." So, after months of trial and error, he developed a process using sophisticated imaging techniques, including technology from NASA's missions to Mars.

Some are calling it the *dettagli* process because of the incredible detail in the images. "When you see these large canvases, you literally get a bees-eye view into the flower. You will see things you normally wouldn't even notice, like the tiny hairs on an orchid," Leaser said.

Leaser's inspiration began in the depths of the Amazon. "I was in the rainforest shooting landscapes but found myself drawn to the small flowers on the floor of the rainforest. You can see complete

Left: Fine art photographer David Leaser launched his innovative botanical collection at the 10th Anniversary Architectural Digest Home Design Show.

Top: Flaming Parrot, a 50" x 46" framed limited edition botanical canvas, was exhibited at the event. The work is part of the *Nightflowers* collection, a series of 25 large scale photographs produced as a giclée on canvas and presented in a museum-style floating frame.

Above: Author and fine art photographer David Leaser, with Terrance Leaser, an interior designer, just before the launch of *Nightflowers*.

ecosystems in these flowers if you look closely enough. When I came back to Los Angeles, I spent months experimenting with technology until I was able to recreate these highly detailed views.

"I am extremely honored to have been selected by the jury for inclusion in the *Architectural Digest* show," Leaser said. "I've been working on *Nightflowers* for more than three years, and it was exciting to introduce this collection at such an important event."

David Leaser has authored four books featuring his work. Leaser's Tropical Gardens of Hawaii and Palm Trees: A Story in Photographs have received critical acclaim; the latter was also featured at the Museum of Photographic Arts in San Diego. For more information visit David Leaser Fine Art at <http://davidleaser.com>.