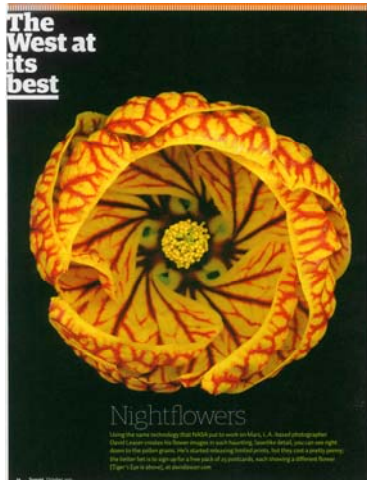


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Contact: Denise Leaser
800.928.9098
denise@davidleaser.com

LOS ANGELES PHOTOGRAPHER PICKED “BEST IN THE WEST” BY SUNSET MAGAZINE



Los Angeles, CA October 1, 2011 – *Sunset Magazine* has recognized a Los Angeles photographer as the “West At Its Best” for his highly detailed photographs of flowers.

The magazine, which reaches nearly 5 million readers, featured the work of David Leaser, a fine art photographer who is using innovative technology, including equipment used by NASA on Mars, to create large scale botanical images with such detail you can literally see the pollen glistening on the stamens. *Sunset* designated a full page in their October issue to represent Leaser’s work, which he is calling *Nightflowers*. The work can be viewed at: <http://davidleaser.com>

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 panorama technology

developed for 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.

Ann Landi, contributing editor for *ARTnews*, said, “[David Leaser’s images] seduce us as only an unforgettable work of art can: with an invitation to look, and look again.” And John Mendelsohn, reviewer of contemporary art for *ArtNet*, writes, “David Leaser’s *Nightflowers*, a series of striking photographs, confronts us with nature at its most flamboyant. In his images, this photographer creates fantastic, contemporary signs from nature’s own high style. They are highly detailed visual records and an artist’s vision of how he apprehends reality.”

The inspiration for this innovation began in the depths of the Amazon. “I was in the Ecuadorean Amazon shooting landscapes but found myself drawn to the small flowers on the floor of the rainforest. You can see complete 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 have always loved *Sunset* magazine, and I am really honored they selected my work for this recognition,” Leaser said. “I’ve been working on *Nightflowers* for more than three years, and I believe they do represent the entrepreneurial spirit of the West, where we are always looking for ways to make things better.”

David Leaser has authored four books, including two photographic monographs. 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 on David Leaser, visit <http://davidleaser.com/> or <http://www.facebook.com/DavidLeaserFineArt>

About Sunset Magazine:

Sunset is the premier resource for achieving the ultimate Western lifestyle. Their experts focus on travel destinations in the 13 Western states, home design and outdoor living ideas suited to our region, and recipes and menus that celebrate the West. Published monthly, *Sunset* shares the best of life in the West — from travel and food to home and garden — with our nearly five million readers. *Sunset* is passionate about showcasing the region’s unique lifestyle and noteworthy destinations, inspiring people to achieve the dream of living in the West.

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For information and photographs, contact Denise at denise@davidleaser.com or (805) 280-9914. Visit <http://davidleaser.com/> to download text and high resolution images.