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Contact: Tammy Guerra  
360.362.3774  
tammyguerra@yahoo.com

### LOS ANGELES ARTIST USES SPACE-AGE TECHNOLOGY TO CREATE BOTANICAL ART

Los Angeles, CA January 31, 2012 – A Los Angeles photographer has developed a technique to create extremely detailed images of flowers. Using technology used by NASA on Mars, David Leaser's innovative *Nightflowers* collection shows large scale botanicals with such detail you can literally see the pollen glistening on the stamens.

A new collection of the images, entitled "Nightflowers II," was selected by Architectural Digest to be introduced at Architectural Digest's Home Design Show on March 22, 2012 in New York City.

Last year, Leaser introduced his first collection of "space-age" images, a collection of 25 highly detailed botanical images enlarged on canvas spanning four feet or more in length. The International Photography Awards recognized the collection with a Silver Medal in the Nature: Flowers category. More than 8,000 submissions from 90 countries competed for the 2011 International Photography Awards, the largest to date.

Ann Landi, contributing editor for ARTnews, wrote Leaser's botanical images, "seduce us as only an unforgettable work of art can: with an invitation to look, and look again." John Mendelsohn, reviewer of contemporary art for ArtNet, writes, "Art has always asked us to pay attention to the world in all its darkness and in all its outrageous beauty. David Leaser's work, 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."

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. A prominent art critic called Leaser's technique 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.

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.

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. Leaser is a frequent lecturer at art museums and botanical institutions throughout North America. For more information on David Leaser, visit <http://davidleaser.com/> or <http://www.facebook.com/DavidLeaserFineArt>

#### **About the Architectural Digest Home Design Show**

David Leaser's *"Nightflowers II"* will premier in Booth M69 at the Architectural Digest Home Design Show. The show runs March 22 – 25. Admission is complimentary for design professionals. General admission is \$25. The show will take place on Pier 94, 12<sup>th</sup> Avenue at 55<sup>th</sup> Street, New York City. For more information, visit <http://www.archdigesthomeshow.com> or call (800) 677-6278.

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For information and photographs, contact Tammy Guerra at tammyguerra@yahoo.com or visit <http://davidleaser.com/press-kit> to download text and high resolution images.