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INTERNATIONALLY ACCLAIMED ARTIST LAUNCHES INNOVATIVE PHOTOGRAPHY COLLECTION AT ARCHITECTURAL DIGEST HOME DESIGN SHOW IN MARCH

Los Angeles, California 2013 — Award-winning photographer David Leaser will launch his latest collection, "The Orchid Show," at the Architectural Digest Home Design Show in New York City, March 21-24. Leaser was selected to debut his fine art collection, which uses groundbreaking photographic techniques to create highly detailed images of flowers. "The Orchid Show" presents a collection of exotic blooms enlarged enormously to show their intricate detail.

Leaser will also present "Vivid Whites," a series of striking large-scale flower portraits set against white backgrounds to emphasize their beauty and astonishing detail.

Leaser has been recognized by the art and photographic communities for his groundbreaking techniques. Marrying technology from Nikon and NASA, he creates bold, colorful botanical images that give viewers a bee's eye view of flowers. Leaser's "Tiger's Eye," was juried as the only photograph selected among 20,000 submissions for the 2013 London Art Biennale. Nikon recently featured his step-by-step macrophotography techniques in their publication, *Nikon World*.

Critics are calling Leaser's signature style revolutionary because of its extreme detail. *Architectural Digest* says Leaser's images "glow with eye-popping color and pattern." Ann Landi, contributing editor for *ARTNews*, says, "Leaser's work seduces us as only an unforgettable work of art can, to look and look again." And John Mendelsohn of *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."

Leaser's collection was awarded a Silver Medal in the International Photography Awards amidst 80 submissions in 90 countries.

Leaser's work has also been featured in leading magazines like *Architectural Digest* and *Sunset Magazine*, which recognized his collection with its "West at Its Best" honor. The Huntington Library, Art Collections, and Botanical Gardens in Los Angeles developed an artist series around Leaser's work, and 11 pieces are now in the museum's permanent collection. Images from the series have also taken center stage at landmark locations like the Trump Tower in Hawaii and the Wynn Encore Hotel Las Vegas.

Leaser is the author of four botanical books, including two acclaimed photographic essays. He is a featured lecturer at botanical gardens and museums on botanical subjects and fine art photography. For more information, visit <http://davidleaser.com>.

The 11th Annual Architectural Digest Home Design Show will take place March 21-24, 2013 at Pier 94, 55th Street at Twelfth Avenue, in New York City and features the best in home design from more than 400 premium brands. See www.archdigesthomedesignshow.com for more details. To see David Leaser's collection, visit Booth M11.

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For information and photographs, contact Denise Leaser at (800) 928-9098 or visit <http://davidleaser.com/press-kit> to download text and high resolution images.

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