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BOOK INFORMATION SHEET (9.15.22)

Author (as it should appear on the book): David Ulrich

Title: *Oceano*

Subtitle: *An Elegy for the Earth*

Partner: Published in association with the Center for the Study of Place

Book pages: 156

Number and type of illustrations: 73 duotone and 16 color photographs by the author = 89

Trim size: 11.875" x 9.5" landscape/horizontal

List price: \$45.00

Discount: Trade

ISBN (book): 978-1-938086-92-2

ISBNs (electronic): N.A.

Edition: Hardcover/PLC

E-book? TBD

Interactive e-book? N.A.

Jacket: Yes

Edition size: 800

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Advances due: January/February 2023

To warehouse: January/February 2023

Printed in: Singapore

Distributor: Casemate/IPM

Bookstore categories (list three): Photography/Nature/California

Audience: Anyone who values beautiful photography and is interested in nature, especially the world-famous Oceano Dunes in California.

Selling points (list three): (1) David Ulrich's incredible photographs of California's famous Oceano Dunes will be compared favorably to previous renderings of the dunes and the Central California Coast, including those by renowned photographers Ansel Adams and Edward and Brett Weston; (2) the images convey a sense of place and beauty and remind us of what can be lost when we do not take care of the environment and world around us; and (3) any collector/connoisseur of photography or person interested in nature/California will be lured into this amazing book.

Tagline: A masterful series of photographs highlight the fragile beauty of a highly threatened landscape: the

Oceano Dunes on the Central California Coast.

Description of the work:

Extending eighteen miles along Central California's famed coastline, the Oceano Dune complex has long fascinated photographers and artists. The ephemeral, ever-changing landscape expresses a sublime order and reflects the many correlations between nature and human consciousness.

The coastal landscape of Oceano encompasses sharp contradictions, divided into a protected natural preserve and a vehicular recreation area for dune buggies and trail bikes. To render this fragile and acutely endangered landscape, David Ulrich explores the deep paradox between the powerful presence of the land and environmental loss and damage. By contrasting the dunes' darkness and shadows with the purity of their suffusing light, Ulrich's photographs become visual metaphors that inspire hope yet suggest impermanence, rendering comparisons to the "silence and solitude" of Mark Rothko's paintings.

The incredible beauty of the Oceano and Guadalupe Dunes is tempered by an awareness of the incessant motorized activity and a multitude of environmental threats, including some of the worst air pollution in the nation and the ecological impact of the area's industrial-scale agriculture, extensive oil wells, and natural gas fields. To create a sense of this special place, Ulrich turns to the literary form of an elegy, creating moody, surreal, and sumptuous images that embrace the wonder of nature and our transient, mortal existence.

Oceano: An Elegy for the Earth is an extended celebration, meditation, and lamentation of our time on Earth. As Ulrich shares: "Sorrow and love for Earth, indeed. No better articulation exists for my regard for our dying planet and common mother."

Blurbs:

"The works presented in *Oceano: An Elegy for the Earth* are elegantly crafted, visually stunning and hauntingly poetic. One falls in love with each work for the meditative stillness and graphic simplicity of the images that trigger memories of what we as humans have been fortunate enough to have and at the same time what we are in real danger of losing forever. These quiet but powerful images present a call to arms for us to take climate change seriously and to take action to mitigate the dangers before it is too late."

—Carol and Sanit Khewhok, Curators, Hawai'i Pacific University Art Gallery

About the Author:

David Ulrich is an active photographer and writer whose work has been published in numerous books and journals, including *Aperture*, *MANOA*, *Parabola*, and Sierra Club publications. Ulrich's photographs have been exhibited internationally in more than seventy-five one-person and group exhibitions in museums, galleries, and

universities. He is currently a professor and co-director of Pacific New Media Foundation in Honolulu, Hawai‘i. Previously, he taught for Pacific New Media, University of Hawai‘i Mānoa, was Professor and Chair of the Art Department at Cornish College of the Arts in Seattle, and for fifteen years served as Associate Professor and Chair of the Photography Department of the Art Institute of Boston (now Lesley University College of Art and Design). Ulrich is the author of *The Mindful Photographer: Awake in the World with a Camera* (Rocky Nook Press, 2022), *Zen Camera: Creative Awakening with a Daily Practice in Photography* (Watson Guptill/Random House, 2018), and *The Widening Stream: The Seven Stages of Creativity* (Atria Books/Beyond Words, 2002) and the co-author of *Through Our Eyes: A Photographic View of Hong Kong by its Youth* (The Robert H. N. Ho Family Foundation, 2006).