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ACCLAIMED NIGHTFLOWERS PHOTO COLLECTION SHOWCASED IN NIKON WORLD MAGAZINE

Los Angeles, CA 2012— Award-winning photographer David Leaser reveals the secrets to his innovative fine art photography in *Nikon World's* latest issue, due to hit store shelves this week. In keeping with *Nikon World's* mission to inspire and educate amateur and professional photographers alike, the two-page spread features Leaser's step-by-step macrophotography techniques for creating dramatic closeup images like the ones showcased in his acclaimed *Nightflowers* collection. Leaser also gives tips on selecting the best cameras, lenses and gadgets to suit anyone's budget as well as how to use lighting and camera settings to their best advantage.

Leaser created a new *dettagli* technique in *Nightflowers* to show botanicals in a way they've never been seen before. This series of bold, colorful flowers, enormously enlarged against a black backdrop, gives viewers a bee's eye view so detailed that you can literally see the pollen glistening off the stamens.

"Modern technology is changing the way we see things. By marrying Nikon with NASA, I've developed a technique to show details that weren't possible just a few years ago. I truly believe this artwork will forever change the way you look at flowers," Leaser says.

Critics are calling Leaser's signature style revolutionary because of its astonishing detail, and his work has been featured in leading magazines like *Architectural Digest* and *Sunset* and at landmark locations like the Trump Hotel in Hawaii. His work will also be featured at the famed Wynn Las Vegas Hotel in early 2013. Leaser was awarded a Silver Medal in the International Photography Awards amidst 80 submissions in 90 countries.

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."

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. Leaser's work was juried to appear in *Architectural Digest's* exclusive home design show exhibit. *Sunset Magazine* recognized Leaser's work with its "West at Its Best" honor.

Leaser is a featured lecturer at botanical gardens and the author of four botanical books, including two acclaimed photographic essays.

Nightflowers comes in two limited-edition formats: The Collector's Edition prints (up to 46" x 60") are \$4,200 each, and the smaller Silver Edition prints (up to 26" x 48") are \$1,500. *Nikon World Magazine* is Nikon's official publication and comes out quarterly.

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For information and photographs, contact Denise Leaser at (805) 280-9914 or visit <http://davidleaser.com/press-kit> to download text and high resolution images. See <http://nikonusa.com> for more information on *Nikon World Magazine*.