

Phot-Oh!

Professional images in the age of camera-phone snapshots



The Photographer



“The secret to a great photo is that there is no secret. The image is already there, all you have to do is to know where to look.

No camera or technology can do that for you.”

– Guido Laudisa on John’s work

Phot-Oh!, Livzey’s second book, is a collection of images he shot for clients and for his own pleasure. As nuanced as they are arresting, they reflect his extraordinary range and the consuming passion he brings to his art. A stand of shovels becomes sculpture, a caterpillar track a graphic design. A man’s shadow against a building transforms both. An airport worker’s flashlights glow with an other-worldly light. Portraits of the powerful and influential; photographs of construction sites, ports, transportation, wind farms, computer banks and architecture; renderings of water, industry and art—these are images that challenge, enlighten and delight. You’ll find yourself studying them. You’ll find yourself thinking. And nothing will ever seem ordinary again.

By the time you tear yourself away from a John Livzey photo, something about your field of vision has fundamentally changed. It’s not simply that he is a master at capturing the striking image or preserving the fleeting moment. It’s that Livzey is both a keen observer and a consummate interpreter of the world around him. With an eye that is exquisitely attuned to seeking out the singular, he distills the essence of his subjects, revealing dimensions and meaning we never would have grasped on our own. In his hands, a camera becomes a catalyst, turning the mundane into the transcendent.

From the moment he first grabbed a camera as a preadolescent, John Livzey realized he had found the one medium that would let him express himself completely. Whether he’s photographing presidents, rock stars, the scoop of an earthmover, wind farms, the rush of water or a spider’s web, Livzey uses his lens to speak to his audience and speak for his clients. Renowned photographer Edward Weston once said, “Photography is the perfect medium for one whose mind is teeming with ideas, imagery, for a prolific worker who would be slowed down by painting or sculpting, for one who sees quickly and acts decisively, accurately.” Nothing better describes John Livzey and his work.

Visit his site at: www.johnlivzey.com

Sections:

Architecture: Buildings, interiors

Aviation: Airport facilities, Planes

Bridges: Traffic, Maintenance work

Construction: People working on site

Energy: Wind farms, dams

Technology: Computers, telecommunications infrastructure

Transportation: Light rail, Rail

People: Portraits

Ports: Cargo terminals

Water: Treatment plants, rivers, basins

Architecture





Lecture Hall

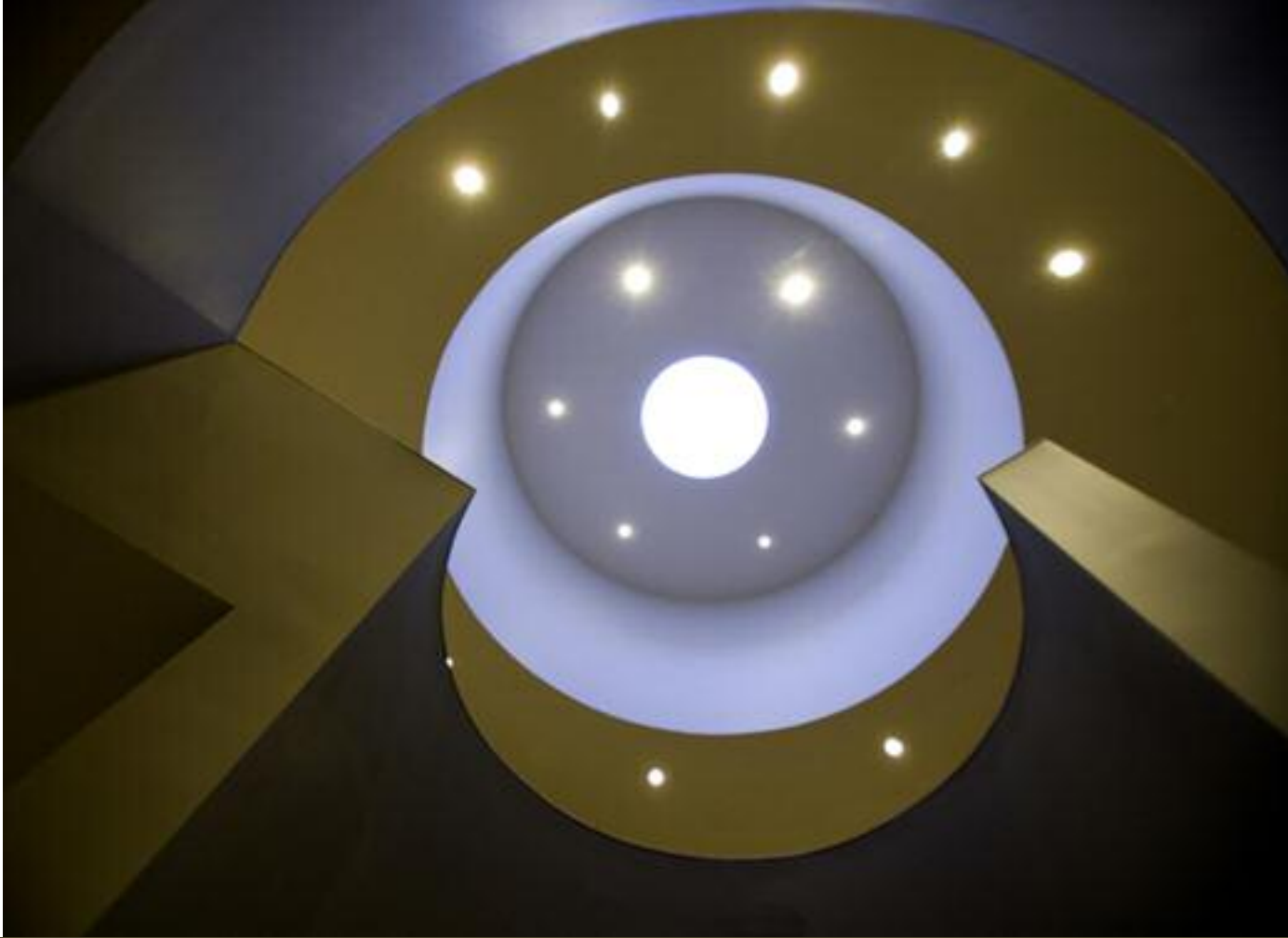


Architecture

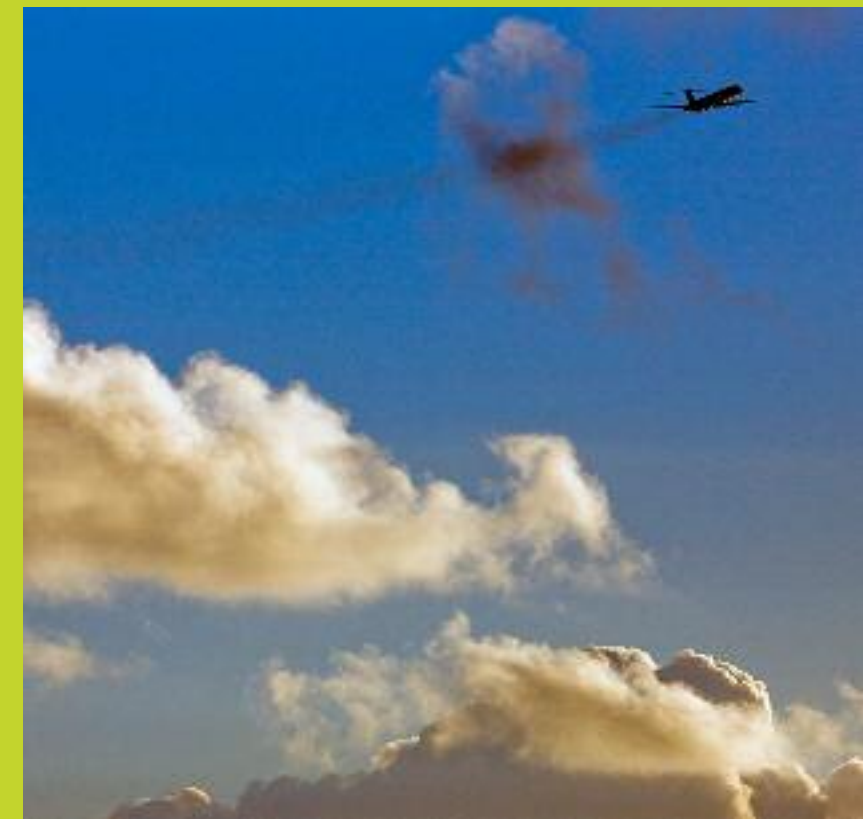




Architecture

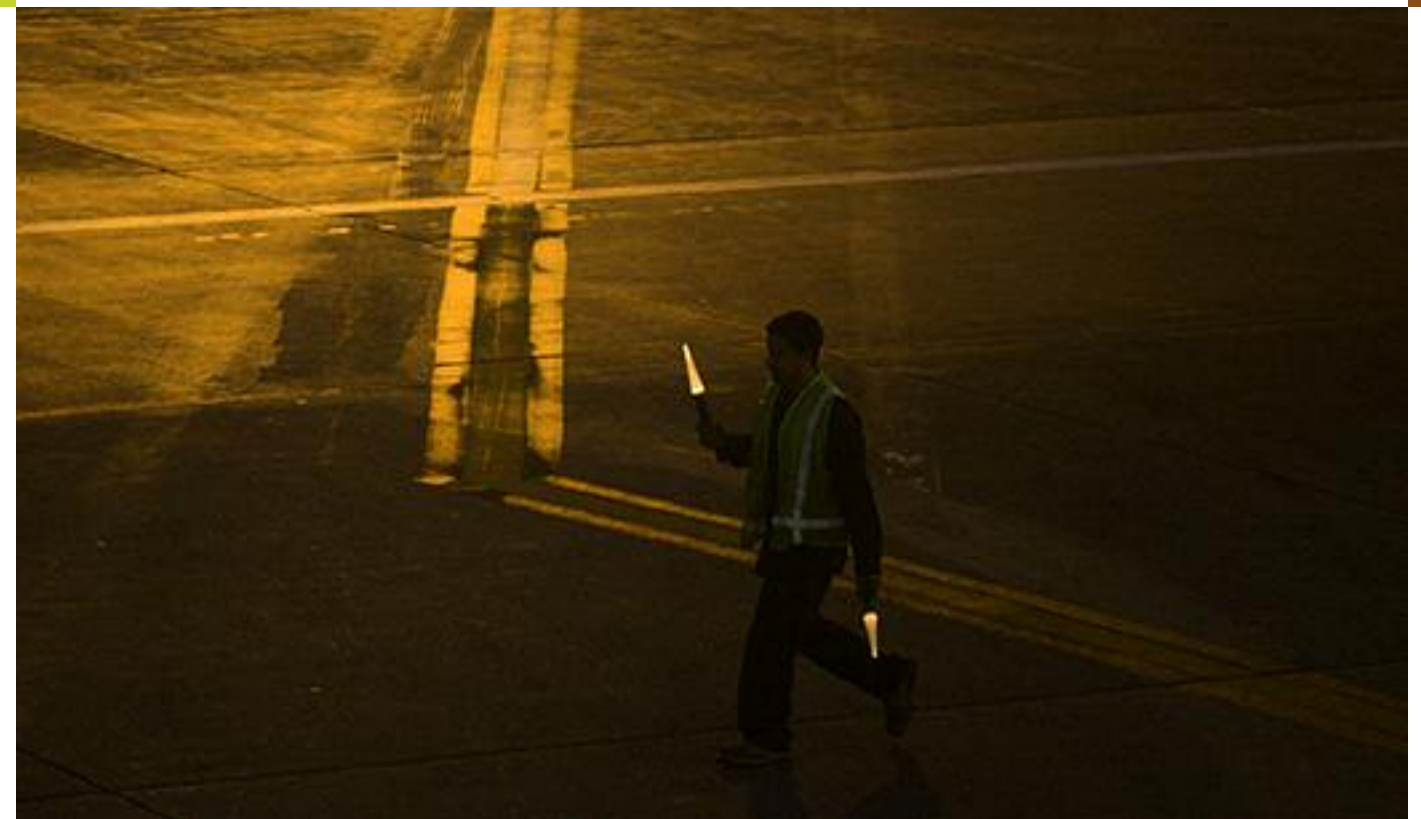


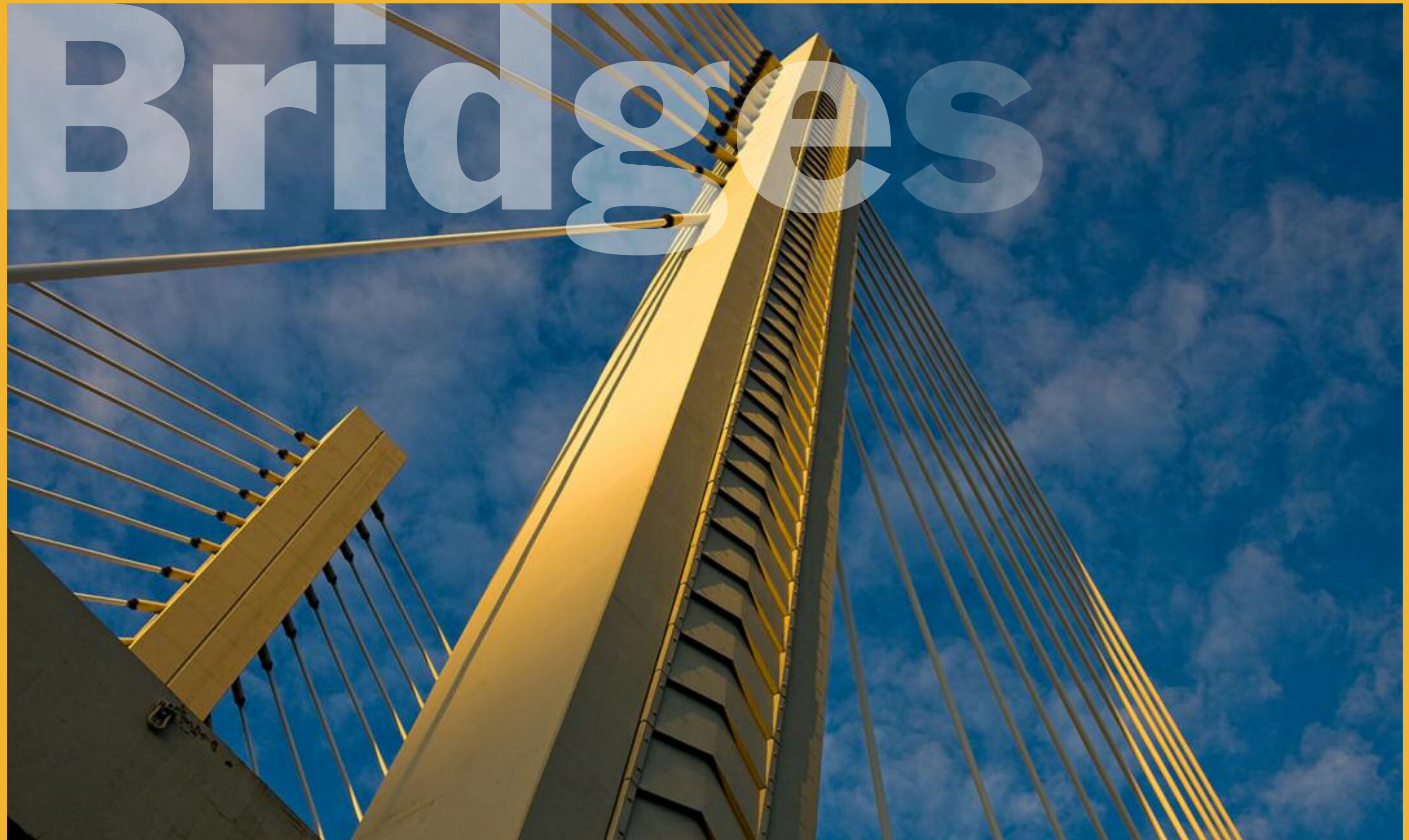
Aviation





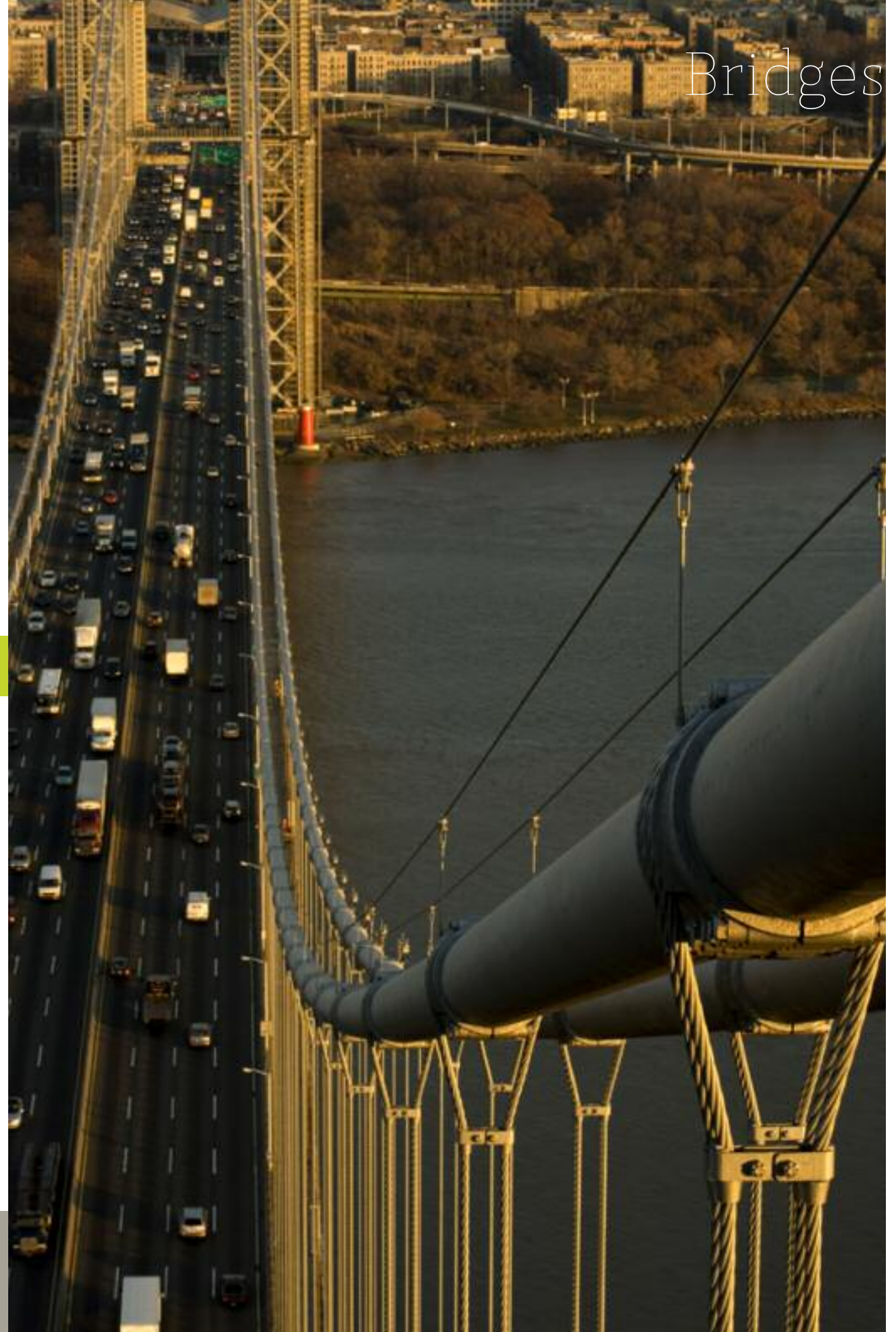












Construction











Construction



Energy





Title





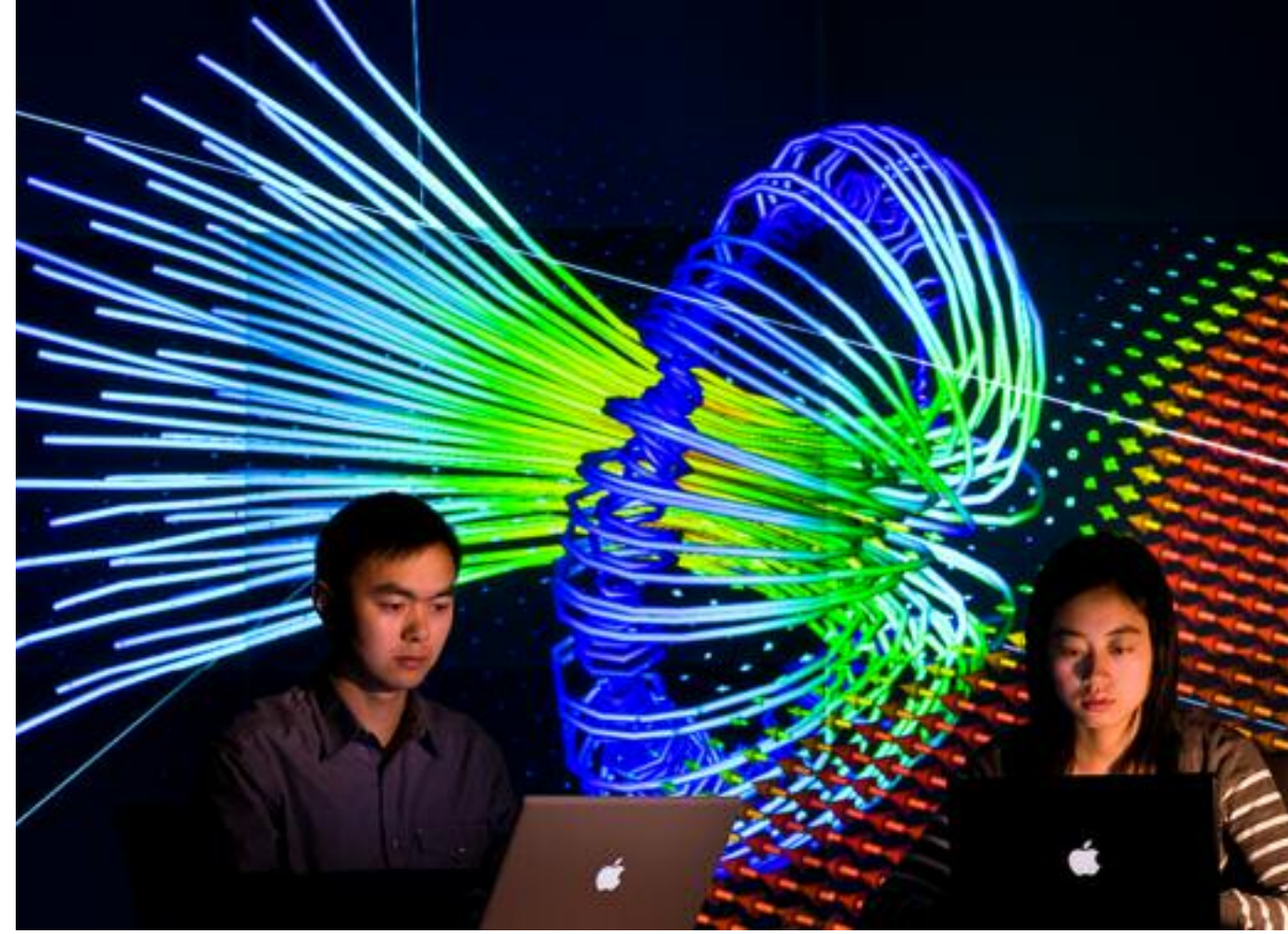
Technology





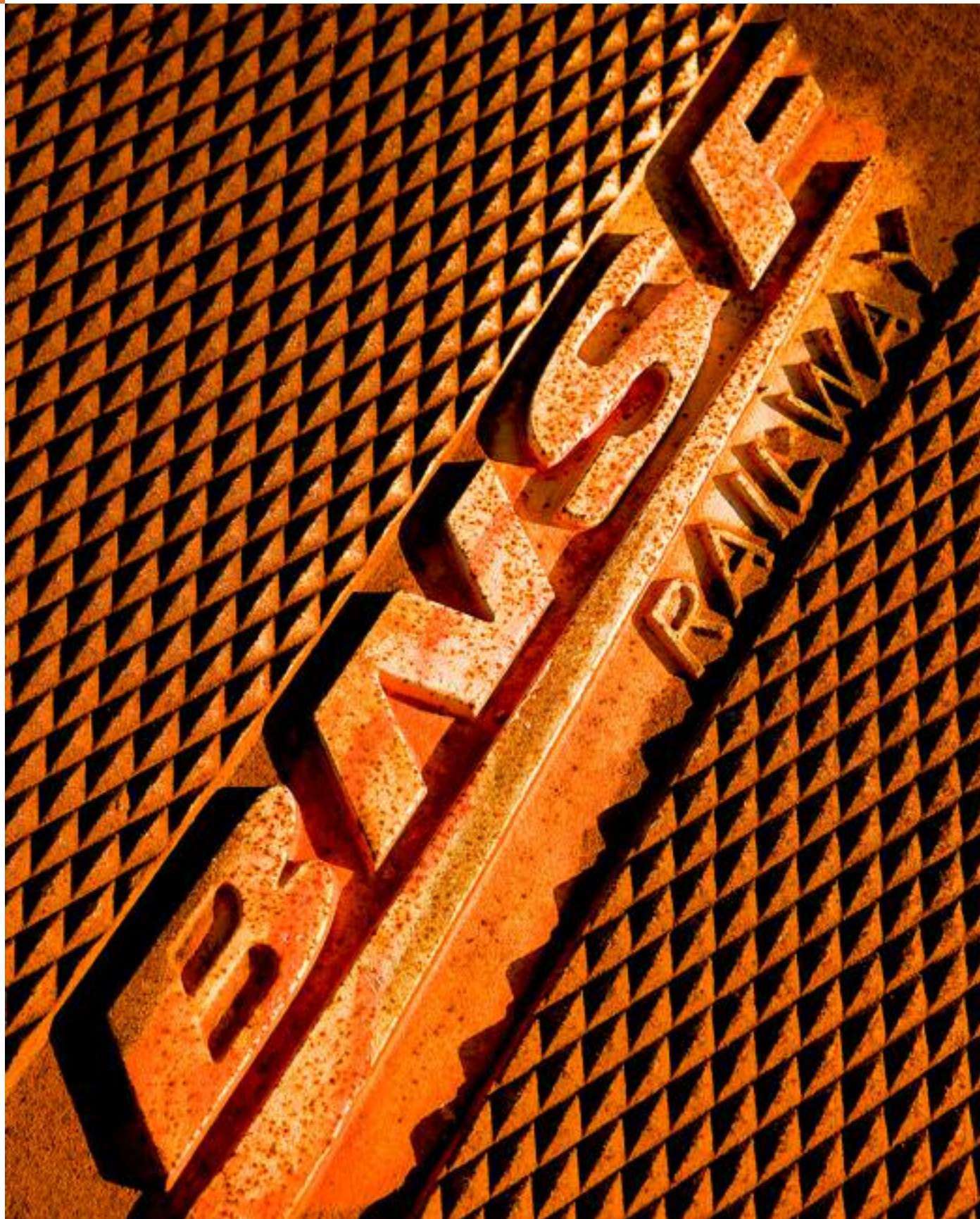


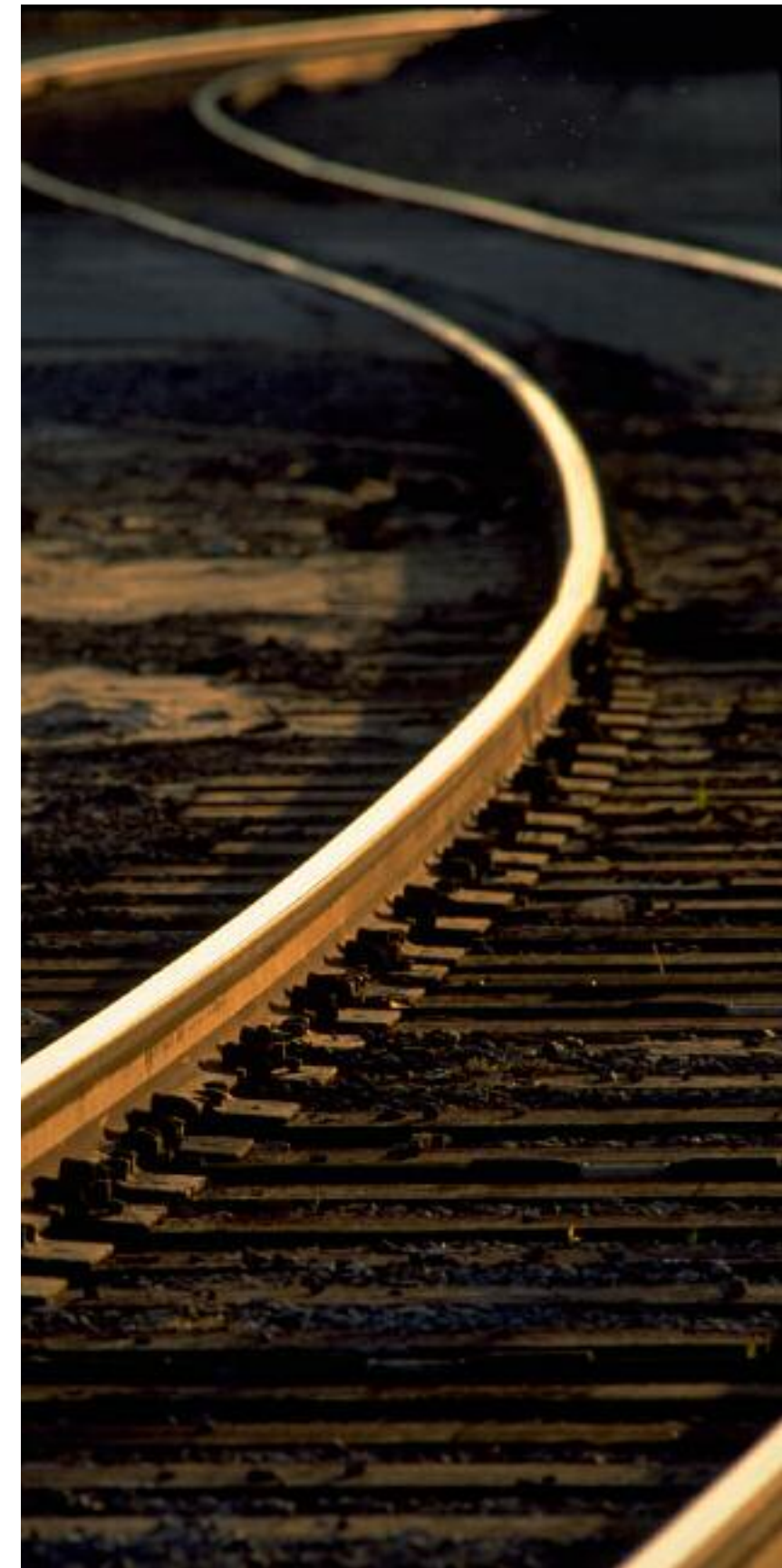
Technology



Transportation







Transportation

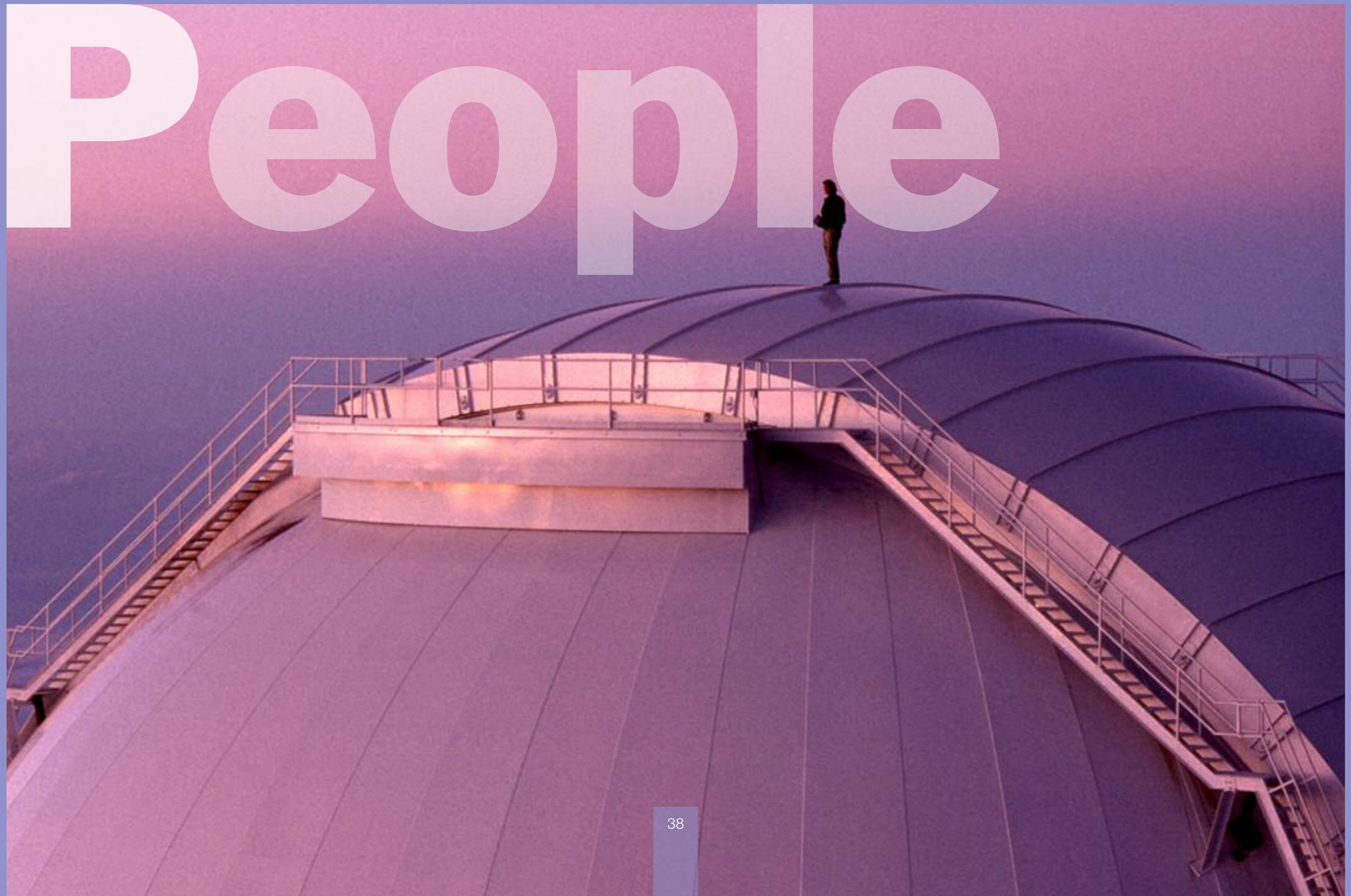


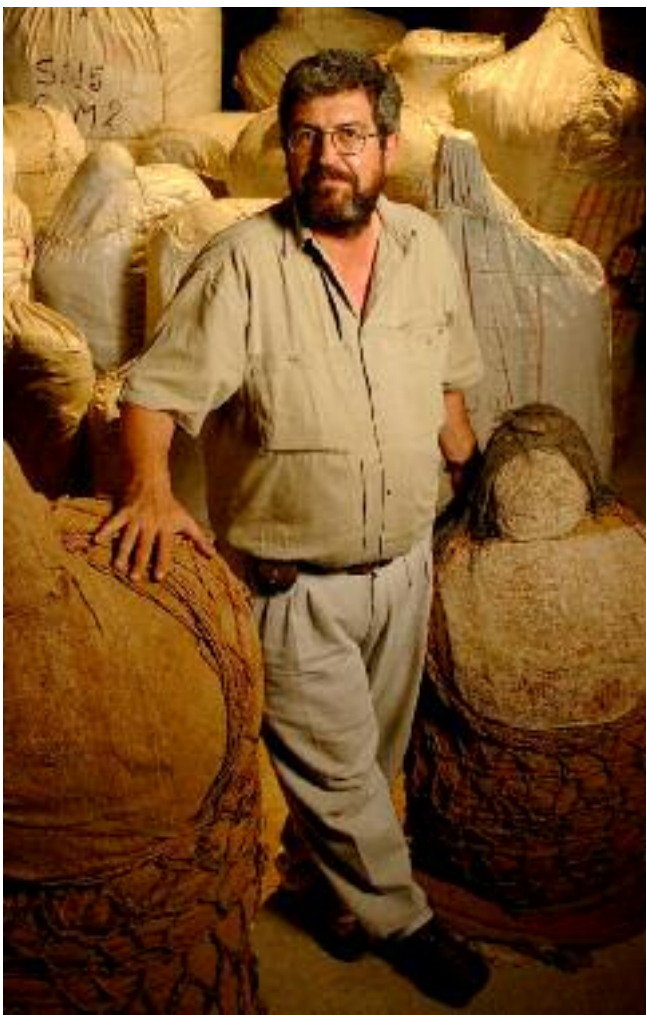
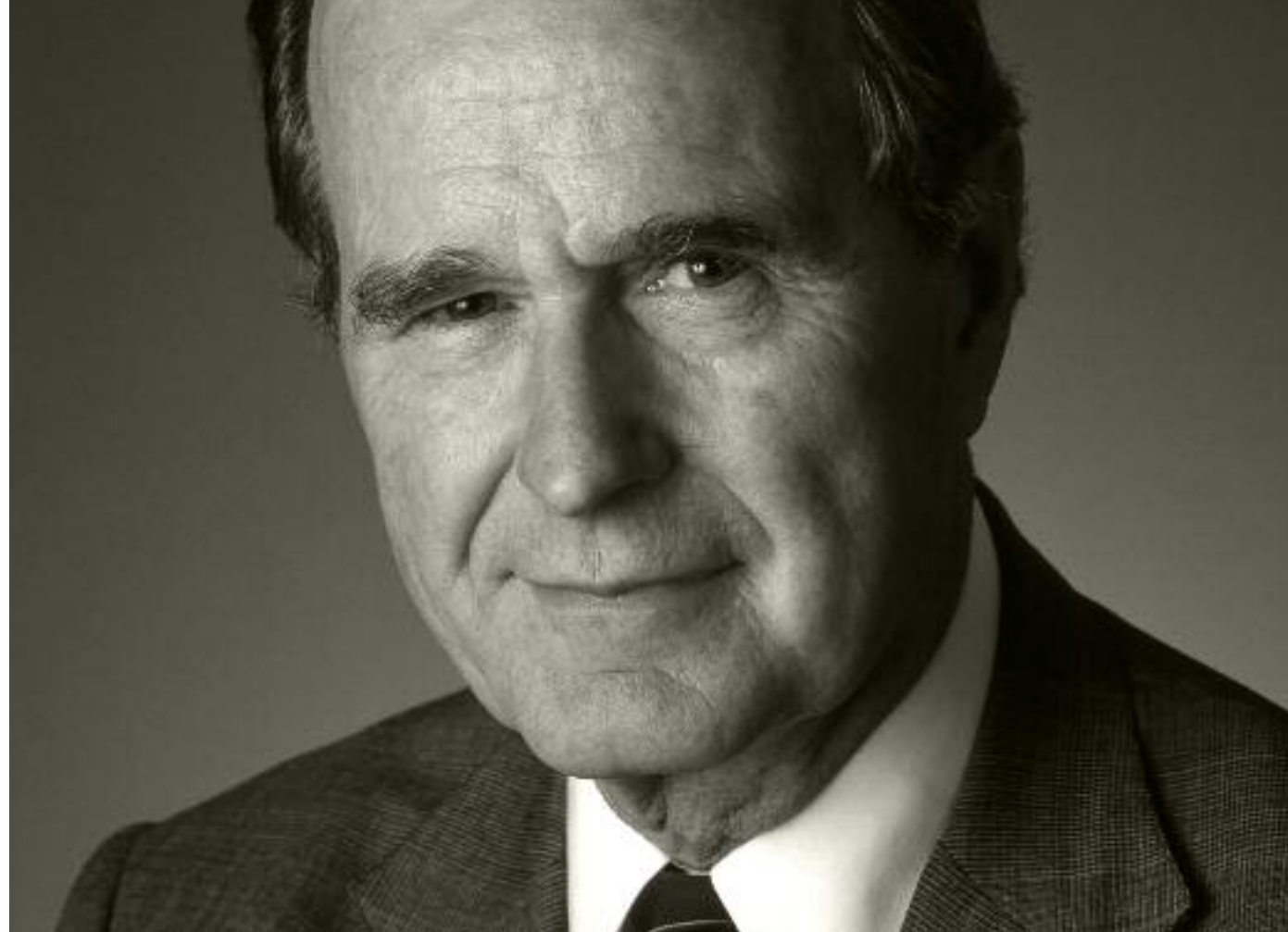


Transportation



People







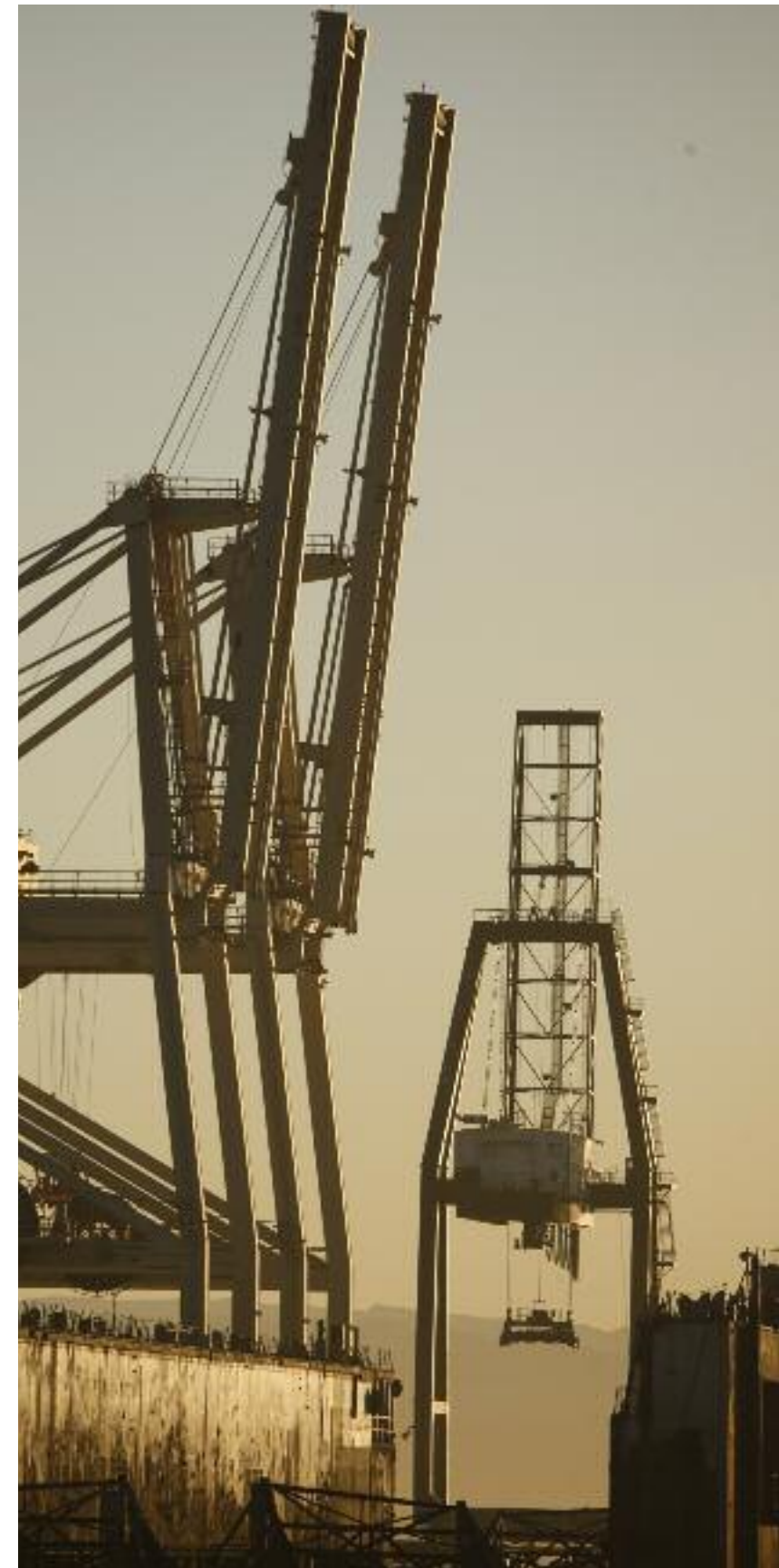
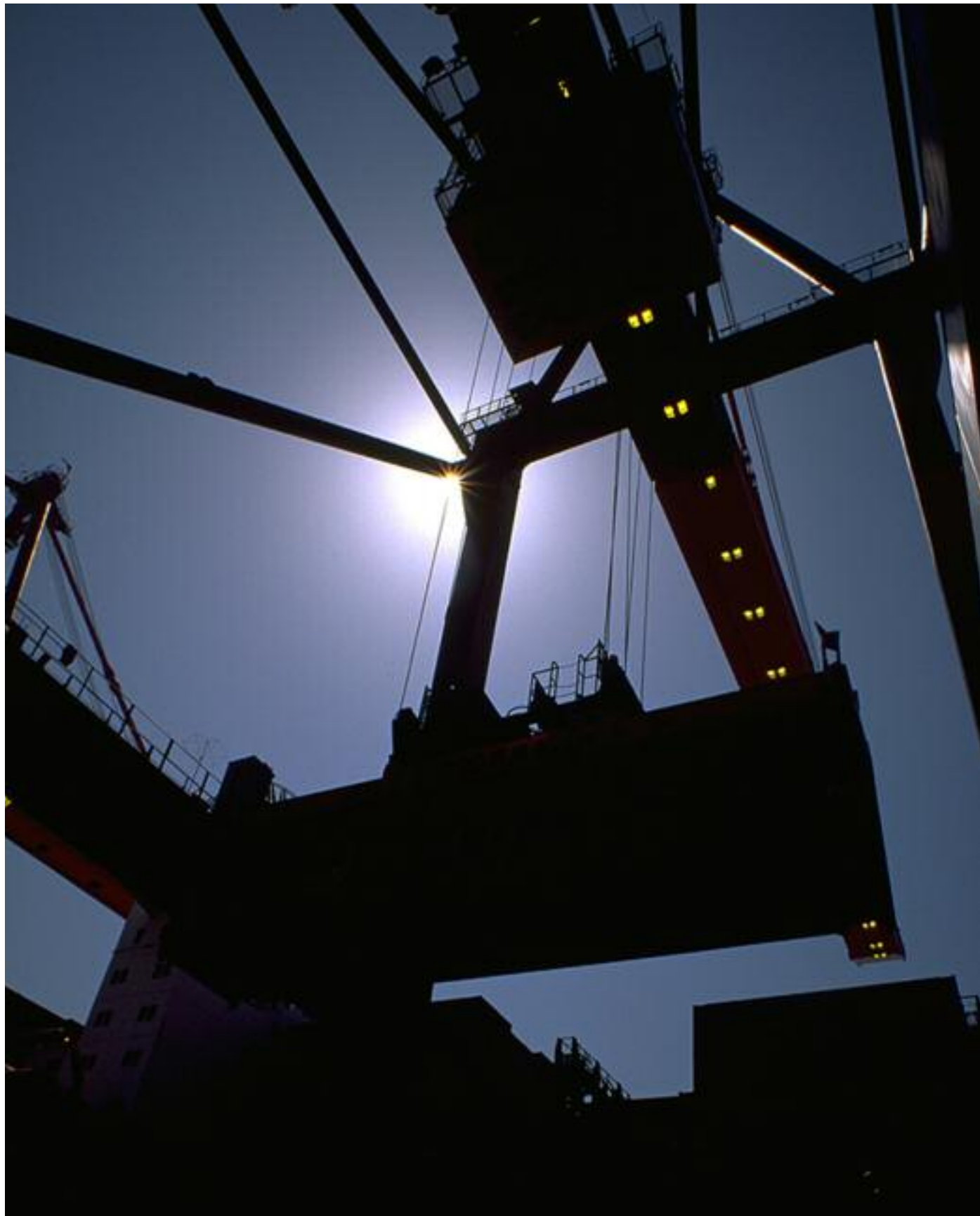
People



Ports











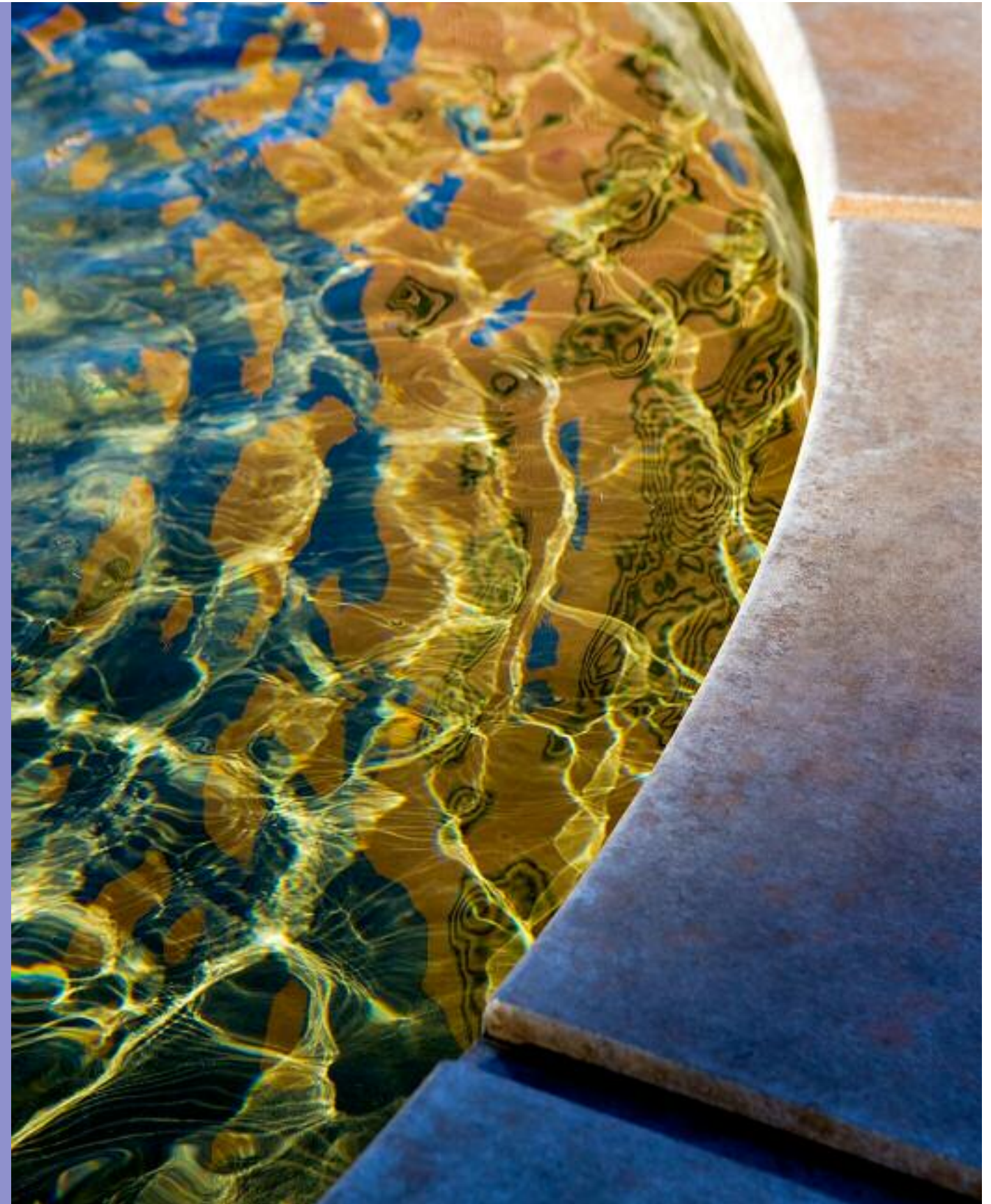


Water













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Art director Guido Laudisa waiting for his espresso at Euro Caffé, Beverly Hills

Back Cover:

Five painters, Birmingham High School, Los Angeles



The Camera:

Canon 1Ds Mark III pictured here wearing an 85mm f/1.2 lens for the occasion

The Art Director

“Good design is accomplished by finding answers all the questions.

Great design inversely is achieved by making sure you are asking the right questions.

This litmus test can be easily applied to any product we use.”

– John Livzey on Guido’s work



A native of Rome, Italy, Guido Laudisa has embraced a multicultural orientation in his design and creative work that has taken him throughout Europe and the United States. At advertising agencies, in corporate settings and now as the creative director of the Ethos

Factory, which he founded in 2005, he has been responsible for cutting-edge graphic design, branding, art direction, marketing, strategic planning and creative management for such clients as Harman/Kardon Electronics, FILA Sport, AECOM, the DMJM Harris architectural firm, Enigma Watches among others. He has served as an art director, project manager, marketing and advertising director, giving him a comprehensive understanding of all phases of the branding process and the importance technology plays in this endeavour.

Laudisa is based in Los Angeles but collaborates on creative projects in several countries around the world

Visit his site at: www.ethosfactory.com

Thank you

Copywriting: Sarah Lifton - www.sarahlifton.com

Pre-press: Steve Ouimet, Digital Atelier - www.digitalatelier.com

Printing/Binding: Carlos Benitez - www.bookblocks.us

E-book: Working on it as we speak

Image is everything.

