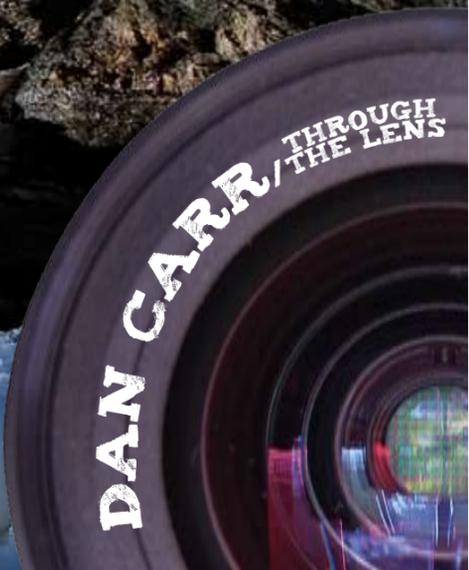




NEW ZEALAND AND LIFE THROUGH THE LENS DAN CARR

If you are a regular reader of skiing magazines around the world, you might have noticed a new name beginning to appear in the photo credits last year, Dan Carr. Dan was born 1981 and for the first eighteen years of his life, didn't go anywhere near snow, which is actually a pretty easy thing to do if you live in England. Before heading to University though, he took a gap year in Canada where his love for all things mountainous began to develop. Returning back to England to get a degree in Aerospace Engineering of all things, Dan made regular visits to the French and Swiss Alps in his spare time when he began to take snaps of his friends' antics. "After Uni I had to take a break again, it was a pretty intense course so I rounded up a few friends and we went back

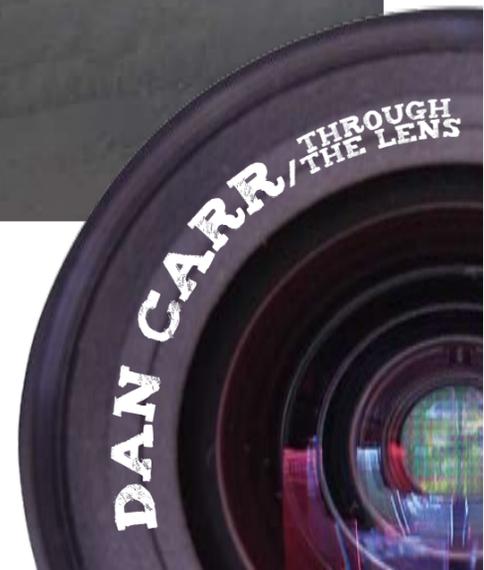




to Whistler. I actually worked on the mountain as a lift operator but the whole time I was there doing that, I knew I needed to find a reason to stay longer. I'd always been a pretty keen photographer as a kid and I enjoyed taking shots of my friends skiing so I thought maybe I should try my hand at ski photography. "There was a photographers' forum held in Whistler. It was chaired by legendary surf photographer Aaron Chang. I remember very clearly

the first thing Chang said. He asked the audience, who there was attending some sort of photography course? Quite a few people raised their hands, to which Chang said, "you guys need to quit those courses and do a business course instead." His point was that much like some people can draw, paint or play the piano, some people can take pictures. Where you are most likely to fall down in this industry is the business side of things. This really stuck with me over the last

couple of years, with no formal photography training myself I just had to let my photos do the talking and concentrate on expanding my business. I wouldn't say that people tried to discourage me from my idea, but I was warned that it could take a very very long time to get noticed." In his first full year shooting skiing, Dan's work was published from Canada to Japan and everywhere in between, including five covers in New Zealand, France, and the UK. He was also selected as

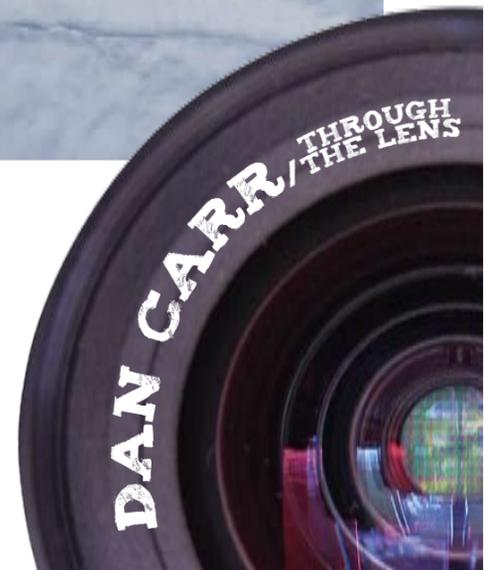


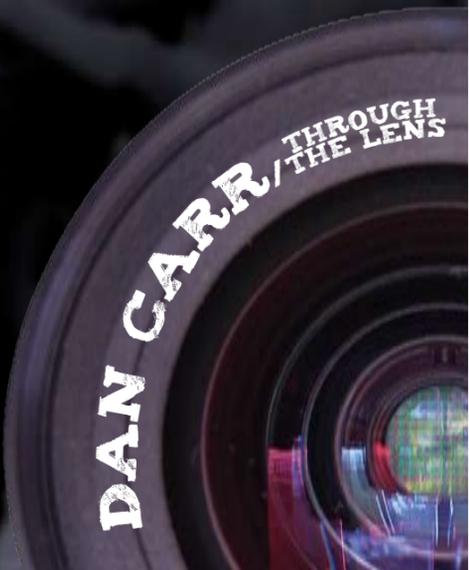


a finalist in the prestigious Pro Photographer Showdown which aims to gather the best five action sports photographers in the world in Whistler every year to compete for a \$10,000 prize fund. Not a bad first year's work, and now well into his second year, with an ever growing commercial and editorial client list, it looks like he has firmly cemented a place for himself in a very small and competitive industry. Learning to shoot skiing in the notoriously cloudy Coast Range of BC has equipped Dan with the skills

to get things done in any conditions. "I quickly learnt as I travelled to new locations that its not always blue sky and powder. You have to learn to draw on the strengths of the location and not get bogged down in the weaknesses. Taking the time to haul some of my remote lighting equipment up the mountain gave me a way to guarantee getting things done on a day when a lot of photographers might have stayed in bed." On New Zealand: "When I came to New Zealand last year I didn't really have much of a plan for the winter. I

had one editorial assignment for a British magazine and the rest of the winter I was free to experiment with my photography. Wanaka is a fantastic place; the people that live there have a passion for skiing that reminded me of Whistler so I felt right at home. "On my second day in NZ I went up to Snowpark where I met Jossi Wells for the first time. He had a lot of ideas for things he wanted to shoot and I like working with people that are as enthusiastic about making pictures as I am. At sunset the following day, Jossi was







towing in behind a snowmobile to a one-off feature that would yield some incredible photos. That's how you get things done in NZ, no messing around. I continued to work pretty closely with Jossi throughout the remainder of the winter and it paid off. We got some great stuff done that has appeared in magazines and photo annuals around the world, including the cover of WeSki in France."

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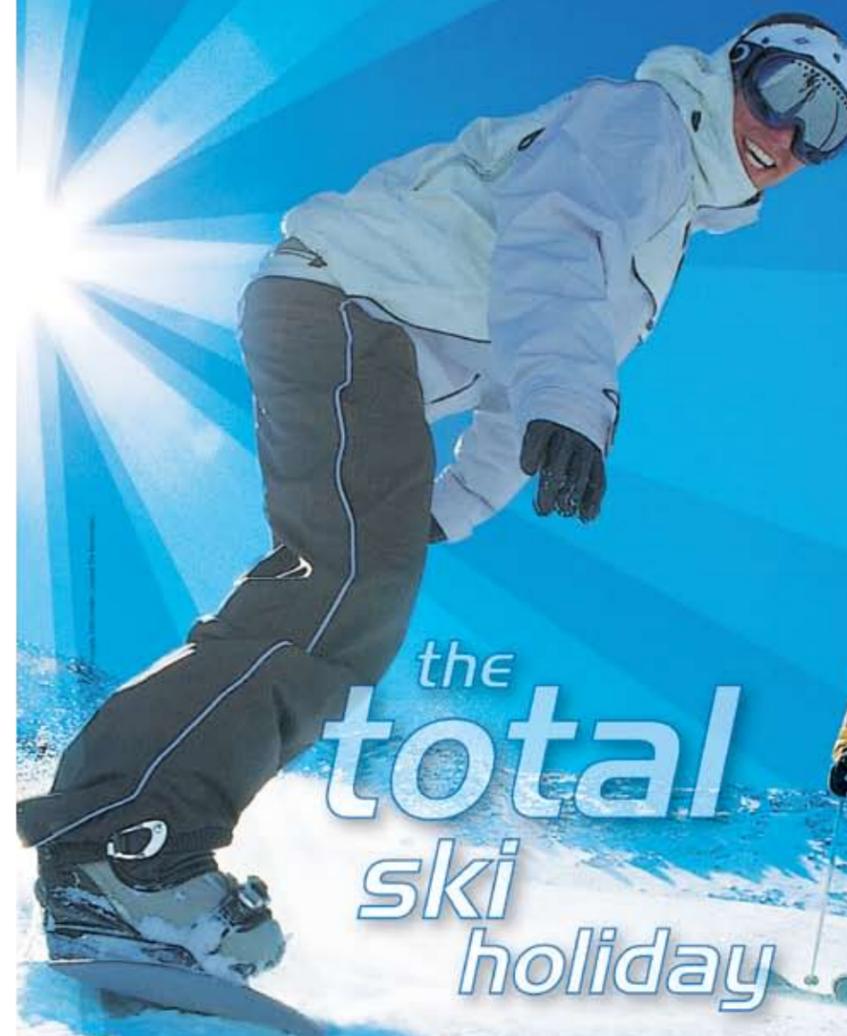
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