

Tony Hertz

Centered-Intimate scenes of nature

"My life is centered on photography. I've even been accused of it being my mistress! I teach it and live it. It directs my day from teaching part-time at a local junior college to researching, scouting and catching the right light and conditions in pursuit of the elusive 'perfect photograph', I feel fortunate that I've been able to support myself and do what I love," said Tony. A comment endorsed by his understanding partner Janice, whom has provided constant support and encouragement.

Since Tony was a young boy he has been attracted to light and shadow and the emotions an image can give. He devoured images and articles from magazines such as Aperture, LIFE and a host of other photography magazines. Mostly self-taught in his early years he continued his education by taking classes at a local junior college and studied Liberal Arts at San Bernardino Valley College. At first he couldn't afford fine art schooling but after several years of photographing on his own he made the decision to study and obtained a BS degree in Photojournalism at the California Polytechnic State University at San Luis Obispo. After graduation, he worked for the San Luis Obispo Tribune daily newspaper as a staff photographer for ten years.

During the 10 years as a daily newspaper photographer in California he photographed U.S. Presidents, the Queen of England, Pope Paul, celebrities, musicians, famous sports figures and covered major news and community events. He then widened his scope and developed extensive expertise in documentary, industry, agriculture and travel subjects. The result is that his commercial work has been published worldwide in magazines, newspapers, books and postcards. Working as a photojournalist helped refine his compositional instincts when he turned to focus mainly on landscape subjects because nature photography excites and

interests him the most as a calming, reflective and meditative experience. Capturing landscape images is now his main focus. Most of his black and white photography is made in low light conditions. Long exposures help to simplify elements and reduce the scene into key, graphic shapes. Often times, inclement weather such as storm openings, mist, fog, or a plain gray sky are considered assets to help convey mood and spirit. B&W digital photography was a natural progression. In his early photography years, he photographed in B&W using a square format film camera. He appreciates the simplicity of form and light conveyed by B&W photography, and although more demanding to make, the square image seems to be more visually straightforward. It contains a natural frame that lessens the need to view the image down or across.

Theodore Roosevelt once said, 'do the best with what you can, what you have, and what is nearby.' Fortunately for Tony the gifts are near home and consequently he has recently concentrated on nature to photograph because he lives along the beautiful California Central Coast. His ventures in photography have as much to do with contemplation as it does with the thrill of capturing the fleeting gifts it reveals. In the course of this project, he rediscovered the virtues of B&W photography. He likes the simple beauty of light and form to create mood and accentuate seascapes and landscapes. Whether the image is created through the wet darkroom or digitally processed, content is his main concern. The challenge and discovery in making simple compositional elements in black and white deepens his personal relationship with nature. Nature is a sanctuary where he can commune and immerse himself in capturing those moments that evoke mystery, mood and beauty, and ultimately sharing those images with as many viewers as possible.

Tony has taught photography and Adobe Photoshop regularly at colleges and private schools since 1993. He's also worked as an assistant instructor at the Lepp Institute of Digital Imaging and assisted with Photoshop workshops for the Photo Marketing Association. Tony is a contributor at ProPhotoResource and has authored a Photoshop Encyclopedia e-book. He also maintains Photoshop-Help, a website that offers tips, Photoshop puzzles and tutorials for Photoshop users. When not out in the field shooting, he's likely editing his photographs from a recent shoot or teaching photography and the wet traditional darkroom at Cuesta College in San Luis Obispo, California.

His photography has earned awards from the International Photography Awards, Prix de la Photographie Competition, National Press Photographer's Association and the Associated Press: 3rd place Professional "Photographer of the Year" and 1st place for "Nature" Category in the 2011 Black and White Spider Awards, Six Honorable Mention Awards under Fine Art and Nature categories plus Professional Winner 'International Photography Awards' in 2010, Prix de la Photographie Competition (PX3), Honourable Mention Nature Category in 2010. Recent exhibitions of his work have been held at the San Luis Obispo Art Center, Cuesta College Art Gallery and San Luis Obispo Museum of Art.

To view more of his fine art images visit www.tonyhertz.com

His commercial work can be viewed at www.tonyhertzphotography.com

Ladybird Walk



Seaside Monument



Road to Arvin















