

Garth Amundson
ART 290: Photography I

Press Release

WWU Photography Program Continues Partnership with Macy's to Create
"Winterscapes" Project for North Face Winter Promotion

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BELLINGHAM – Photography students from the Western Washington University (WWU) Department of Art have created a project entitled "Winterscapes" that is on display from November 12 through November 27 at the downtown Seattle historic Macy's department store Skybridge over Third Avenue.

Working with Macy's downtown store visual manager, Pierre Gour, students in WWU's 290 Introduction to Photography course created 22 large format landscapes. Gour then selected images that were relevant to the North Face promotion and the students were asked to alter or edit their work according to what suited the promotion. The intent of the project was to question the relevance of landscape in contemporary society.

Featured students in "Winterscapes" include Kendra Aldrich, Timothy Byrne, Kai Caemmerer, Marybeth Coghill, Carmen Daneshmandi, Heather Harris, Thomas Kloucek, Saylah Leu, Tse-Tang Lin (James), William Losleben, Mireille Melki, Micheal Oldani, Kei Omotaka, Allison Paul, Benjamin Peterson, Justin Riehl, Paul Summerson, and Anna Zuck, with support from Dana Ollestad and Kelli Waugh as classroom assistants.

"As an instructor, I am constantly looking for ways to push the boundaries of photography and introduce students to new and challenging exhibition venues. In this project, we are grateful that Macy's donated the materials for the project," says photography faculty member, Garth Amundson. The project was designed to introduce fine art photography students to a commercial project, and to highlight the dialogue between the fine art and commercial worlds.

For more information about the project, please contact Garth Amundson.