

"WE NEED A COVER, FOUR
DOUBLE-PAGE SPREADS,
EXECUTIVE & MANAGEMENT
PORTRAITS & A BOARD OF
DIRECTORS SHOT.

YOU HAVE OUR
HELICOPTER, OUR
COOPERATION &
**FOUR
DAYS** TO
COMPLETE THE
JOB."

Electric Utility



The design concept calls for strong "graphic textures" tying the images together.

The rest is up to me.

Key to the success of this assignment will be effective orchestrating of the week's activities and efficient use of the helicopter. I spend most of my arrival day in meetings setting up schedules, locations and clearances.

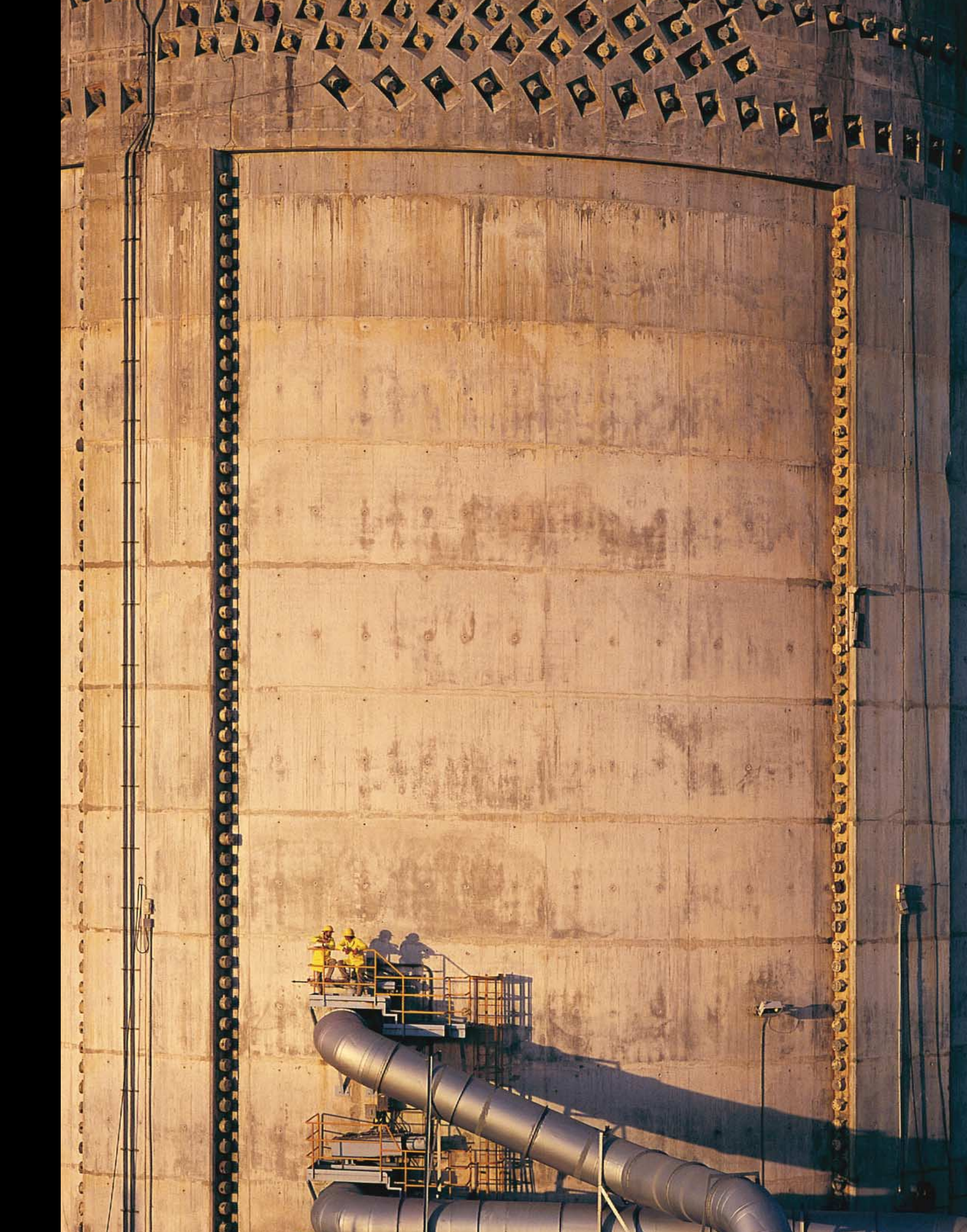
The next morning we fly to a large nuclear power plant south of Miami, and en route I find my first image; a new, tile-roof housing project that beautifully illustrates the "new markets" spread.

Soon we're directly over the site, and I'm shooting a 120-mile long, environmentally sensitive network of interlocking cooling canals adjacent to the plant. Circling the facility, I get my distribution shots of transmission towers as well as both vertical and horizontal coverage of the plant. These four aerials take less than 60 minutes to shoot.

A few hours and several situations later, the sky is still clear and the light full of warmth. The stage is set for what I know will be the cover photo -- and it's our last shot of the day. Two engineers are standing at the base of the #2 containment unit, dwarfed by its enormous facade. The light is low, painterly; a gift.



Industry: Electric Utility
Location: Florida
Story: Power Generation, Distribution, New Markets and Environmental Concerns



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