

FOR IMMEDIATE RELEASE: Just published, *Be Yourself: A celebration of the spirit of the individual as captured on the streets of New York City* by renowned street photographer and the author of the Best Selling 25 Lessons: The Art of Living

NEW YORK, April 8 – **Lorenzo!** (Lorenzo Dominguez) is one of the world's most popular photographers and bloggers on the Internet today, according to the Yahoo! Inc.'s (NYSE: YHOO) photo-sharing site Flickr (www.flickr.com), with 4 millions hits.

Lorenzo's story and photography were chosen in 2008 to join the ranks of style icons Gwen Stefani, Vera Wang and Jake Burton as part the international advertising campaign by Hewlett Packard (NYSE: HPQ) Be Brilliant – *What do you have to say?* (www.hp.com/go/bebrilliant)

Be Yourself: A celebration of the spirit of the individual as captured on the streets of New York City is Lorenzo's second book and marks his first traditional photography book.

Using many of the photographs that were first published as part of galleries in *25 Lessons: The Art of Living* (www.25Lessons.com), as well as many others taken in New York City from 2005-2007, *Be Yourself* has 100 photographs of individuals, each on a separate page and complemented by quotes about individuality, self-determination and genius from Einstein, Emerson, Thoreau, Twain, Schopenhauer, Carnegie, Shakespeare and many others.

ADVANCE PRAISE FOR BE YOURSELF

"In many of my conversations on great photographers, I frequently mention Lorenzo's work. His sequential photographs...are nothing less that a visual urban poem. It has been my pleasure to watch Lorenzo's rapid growth as a leading photographer of our time."

Jim Van Meter, Rochester, NY, USA

"Lorenzo is a master. His body of work is some of the very best on flickr and may very well be some of the best being done in the medium today. His street work follows in the tradition of Paul Strand, Cartier-Bresson, Garry Winogrand and Larry Friedlander. Lorenzo's 25 Lessons are...as seminal as Ansel's dissertation on the zone system. I found them to be reenergizing, perceptive and extremely useful. I have been touched by his story, his writings and by his work. I can't imagine anyone not being so."

Barry Shapiro, Los Angeles, CA, USA

"Lorenzo...has a passion for life, photography and writing. He is a linguistic genius, a storyteller through words and pictures. He captures with his camera the world as he sees it, its feelings, love, beauty and all it that it has to offer..."

Brenda George, Adelaide, Australia

Information: <http://www.25lessons.com> **Contact:** info@25lessons.com **Tel:** +1 646 320 6553

ABOUT THE AUTHOR:

Lorenzo! (Lorenzo Dominguez) is a director of marketing and communications at a Fortune 500 company in New York City, a graduate of the World Arts & Culture program at the U.C.L.A and Columbia University School of International and Public Affairs.

His photography has been featured in *fotoMAGAZIN*, Germany's premier photo magazine, and his photos have been cited and published by over 275 blogs, websites, and print publications.

Visit his web site, www.lorenzodom.com and blog, [The Art of Living](http://TheArtofLiving.blogspot.com) (aofl/blogspot.com), and www.25Lessons.com. See his photos on flickr at <http://www.flickr.com/lorenzodom/>

25 Lessons and *Be Yourself* are available exclusively at www.blurb.com.

He lives on Manhattan's Upper West Side.