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Everything is Beautiful. Sometimes, you just have to see it from a different angle, point of view, or perspective, to appreciate its true aesthetic worth.

Groovin', NY Style
December 30, 2005

25 Decisive Moments

The Beauty of Life on the Streets of New York City, 2005-2008

Friday, October 24, 2008, 5 PM – 7 PM

ADVANCE PRAISE FOR LORENZO! AND 25 DECISIVE MOMENTS

“In many of my conversations on great photographers, I frequently mention Lorenzo’s work. His sequential photographs...are nothing less than 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 online 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 has to offer...”

Brenda George, Adelaide, Australia



6 W 25th Street
New York City



RETROSPECTIVE NOTES

Some people choose to devote themselves and their lives to God, work or a soulmate. In 2005, Lorenzo chose to devote himself to the beauty of the streets of New York City, taking more than 100,000 photos over the next four years, 25,000 of which he has shared online. Today's show presents 25 of those photos, representing a four-year retrospective of his work from 2005-2008.

Through Lorenzo's photos one immediately gets the sense of what New York is all about—endless motion, an incredible spectrum of color and most importantly, *attitude*. His work exemplifies what street life is like on the gritty and grimy, yet extraordinarily beautiful, streets of New York City.

All of his work is done with digital “point-and-shoot” cameras, primarily the Canon PowerShot series. The evolution of his work taking him from using the A50 and A70 in the earlier years, to the A520 and A570 IS, and most recently, to the G9.

In addition to the date and title of the photo, included are notes about what makes the photos representative of Lorenzo's work overall. Each photo is also accompanied by a summary of one lesson in Lorenzo's book, **25 Lessons I've Learned** (about photography) revealing many of the principles and secrets of what it takes to achieve great street photography

Lorenzo states, “I have long been inspired by Dave Scott, five-time Ironman World Champion who explains in his book *Triathlon Training*, that it wasn't the equipment that made him a winner. It was the attitude, the application and the *perseverance*—the notion that one must simply get out there and hit the pavement day in and day out, regardless of the obstacles. Likewise, I feel passionately that one doesn't need a fancy camera to take great pictures. Having talent, perspective, a willingness to risk, and an instinctive feel for the alleyways and crowds is far more important.”

In other words, it's about passionately loving what you do and applying yourself relentlessly, especially when the odds are against you and when one-too-many people tell you *it can't be done*.

ARTIST BIO

Lorenzo! (Lorenzo Domínguez) is one of the most popular photographers and bloggers on the Internet today, according to Yahoo! Inc.'s (NYSE: YHOO) photo-sharing site Flickr (www.flickr.com), with more than 4.5 millions hits.

In 2008, he joined the ranks of style icons Gwen Stefani, Vera Wang and Jake Burton as part of Hewlett Packard's (NYSE: HPQ) “Be Brilliant – What do you have to say?” (www.hp.com/go/be-brilliant) international advertising campaign.

Lorenzo is the author of **25 Lessons I've Learned** (about photography), which recounts his discovery of latent artistic talent while seeking refuge in the Little Church in the middle of Manhattan. From this refuge, Lorenzo re-examined his life and found himself walking the streets of New York City with camera in hand. Through his lens he was reminded of some important life lessons—lessons too easily forgotten in the blur of everyday existence.

Since then, Lorenzo's photography has been featured in *fotoMAGAZIN*, Germany's premier photo magazine, and cited and published by more than 300 blogs, websites, and print publications.

Visit his web site (www.lorenzodom.com) and blog, The Art of Living (aofl.blogspot.com), as well as the show's website (www.25Lessons.com). See Lorenzo's photos on Flickr at <http://www.flickr.com/lorenzodom/>

25 Lessons I've Learned (about photography), is available exclusively at www.blurb.com.

Information: <http://www.25lessons.com> Contact: info@25lessons.com Tel: +1 646.320.6553

ABOUT THE ART OF STREET PHOTOGRAPHY

Street photography is rapidly becoming a lost art. In France, individuals now “own their image,” making authentic, spontaneous street photography far too cost prohibitive. Irony abounds, as street photography essentially began in France with the work of Henri Cartier-Bresson. One of the founding fathers of Magnum Photos, Cartier-Bresson published the seminal book *The Decisive Moment* in 1952, which led the way for many street photographers today.

Woefully, photographers in London are likewise experiencing pressure to stop taking pictures on the streets. According to *The Times*, anyone who merely appears to be “taking photos in a covert manner should expect to be stopped and spoken to by police.” Moreover, the Metropolitan Police invite Londoners to call a hotline to report anyone who doesn’t “like the look of a photographer.”

Fortunately, New York artists maintain the right to take and sell photos of people in the streets and subways of New York City, because they are within the “public domain.” This right was reinforced two years ago in a decision by the New York State Supreme Court in *Nussenzweig v. diCorcia*. Philip-Lorca Corcia, a photographer, was being sued for pictures he took surreptitiously in Times Square and then sold in a gallery.

In that suit Justice Judith J. Gische rejected Erno Nussenzweig’s claim that his privacy had been violated, ruling on First Amendment grounds that the possibility of such a photograph is simply the price every person must be prepared to pay for a society in which information and opinion flow freely. She added, in her decision, that the photograph was indeed a work of art. “Defendant diCorcia has demonstrated his general reputation as a photographic artist in the international artistic community” she wrote.

In his own street photography, Lorenzo typically does not ask permission of his subjects. But while the law is on his side, his greater justification is that his art seeks to show the beauty in everyone and everyday.

“I’m not attempting to compromise anyone’s integrity. I’m merely inspired by, and aspire to make, beautiful impressions of life. If I were to make my subjects aware that I was taking their pictures I would never be able to capture the wonder of their natural emotions and gestures during a *decisive moment*. It’s akin to Newton’s Third Law—For every action there is a reaction. I do my best *not* to make people aware that I am taking a photo. This is why I consider my work *art*—and not science—I don’t want to be able to repeat the results. I prefer to capture those moments that will never occur again.”

Thus, in the tradition of the masters of street photography, we present Lorenzo’s
25 Decisive Moments: The Beauty of Life on the Streets of New York City, 2005-2008.

ABOUT THE PRINTS AND CHARITABLE PROCEEDS FROM SALES:

25 Decisive Moments, The Beauty of Life on the Streets of New York City, showcases 25 museum-grade prints that were created with HP Professional Satin Photo Paper using Original HP 70 Viverra pigment inks. All were printed with a HP Designjet Z3100 Wide-format (44 in) photo printer—with an estimated image permanence of 200+ years. The prints are 24” x 18” and have acid-free bevel cut matting courtesy of Manhattan framer, MH Art & Framing Gallery (www.mhartandframe.com). A selected five prints were also framed courtesy of fine art framer J. Pocker & Son (www.jpocker.com) with 1 1/2” flat matte black wood frames, 8 ply mat and glass. All prints have been signed by the artist and are the first in a limited edition of 25. Bidding for each print begins at \$250 and increases by increments of \$25. Prints are valued at \$2,500 each.

50% of the net proceeds from print sales will go to the following four organizations:

- 1 The Greater NYC Chapter of the Susan G. Komen for the Cure organization for breast cancer research, celebrating its 25th anniversary in 2008
- 2 The NY Lesbian, Gay, Bisexual and Transgender Center, also celebrating its 25th anniversary
- 3 The Little Church (The Church of the Transfiguration) celebrating its 160th Anniversary
- 4 The 2008 New York Life United Way Campaign.





2

Manhattan, Man on the Street

April 1, 2005

After this shot I caught the photo bug. I was hooked, F-stop, aperture and shutter. It was after this inaugural decisive moment that I knew I had something special – a passion, a city I was falling in love with (again) and perhaps some talent.

Everywhere You Go... you need to take your camera with you. For there is no rest for the true enthusiast. There is no repose when you are passionate about something and know you have a gift that needs to be nurtured. To be worthy of existence, the artist must make meaning of life by making something out of it.



3

Hot Foot

June 13, 2005

One of the great things about New York is that its people have attitude. A certain gruff confidence that can rub you the wrong way sometimes but, just as often, charms you because it is representative of the pervasive verve of this grand metropolis.

“Use Your Imagination,” is the greatest lesson my father ever impressed upon me; it allows you to move beyond the singular moment and into the infinite realm of possibility. It prods you to question the limits of what has been done and of what you can accomplish going forward.



4

Just Passing By

July 1, 2005

This picture represents one of the angles that I have grown to love, because it opens a whole new perspective on life in the streets and exemplifies New York's hustle and bustle. I also love the array of color on display here, something that reflects the diversity of fashion, culture and people in the City.

Take the Long Way Home. See the world with a child's eyes. Let go of all the things you must do, and simply explore without an agenda, without a watch, without a care to divert you from appreciating all the glorious details of the environment that glimmers around you.



5

Entourage

July 26, 2005

I love this photo because with the crossing of her legs and the curl of her hand, it almost feels like this woman is aware I am taking her photo. However, as with many of my shots, I took this one surreptitiously while literally just passing by.

Just Do It. Do not hesitate. Do not procrastinate. The time is now. For it is easiest not to try, to allow all the wonderful moments that distinguish one's own life to go by, if only because—*we let them.*



6

Life is Amazing

July 26, 2005

A technique I like to use, is the “cut-out,” whereby I isolate certain objects in the picture and desaturate the surrounding environment of color. This photo is exemplary of another favorite angle: “Shooting from the hip” requires a steady hand, an intuitive sense of position, and an acute awareness of the environment. It also takes a little audacity, as one has to stand still in the middle of the street with one's back to oncoming traffic.

If... Remain calm at all times. Learn and practice Zen. Nothing is ever as bad as it seems. Just remain aware, be prepared and act when your senses tell you to.



7

Little Black Sheep, Who's Daddy's Lil' Girl?

July 28, 2005

This photo was taken at 33rd and Madison, one of my all-time favorite intersections in the City. The lighting and the lines here are perfect. Although the little girl is out of line with her mother and older sisters, if you look closely, she has a special affinity with her father.

Strike A Balance. Physiological equilibrium is as important as composure in the face of adversity.



8

Making The Connection

August 16, 2005

All over New York City you'll see colorful posters plastered on walls promoting music concerts, films and other cool events. Often they include larger-than-life faces that contrast amusingly with the real people passing by. And, sometimes, if you're lucky, you'll find great similarities between the advertisement and the hurrying, scurrying pedestrians.

Strike a Chord. Be daring. Don't be afraid to be different. Otherwise, you'll end up with a lot of ordinary and boring shots.



9

The One That Got Away

August 25, 2005

Even giants have their own decisive moments. Fifth Avenue (above 42nd Street) frequently hosts giant billboards that rival those of Times Square. Often hawking luxury goods, many of the Fifth Avenue ads are at street level, which can set up surreal encounters between commercial fantasy and pedestrian reality.

Don't Take Yourself So Seriously. The most "successful" people in life, are those who enjoy life the most. Their passion is their play and their play a toast to their passion. Let your idiosyncrasies shine through when you take pictures, and don't take yourself, or the opinion of others, so seriously.



10

Everyone Takes the Train

November 3, 2005

There are key cultural differences between NYC and the Bay Area, where I was born and raised. One of the most striking is that, here, many people almost never smile or talk to one another. Thus, I couldn't agree more with Mary Schmich, who wrote, "Live in New York City once, but leave before it makes you hard. Live in Northern California once, but leave before it makes you soft. Travel."

Know Thy Self. Like rifle assembly exercises seen in military movies, photography requires manual dexterity and an intimate knowledge of one's own equipment. Know your equipment, as if it were part of you.



11

A Night on Broadway

July 24, 2006

Although I can easily attest that all of New York City is a Mecca for great photographs, Times Square has long been a haven for special moments like the one pictured here. To be honest, although I was ready with my camera placed on the street, I couldn't haven't foreseen this congruence of cultural elements. Sometimes it's just a matter of being in the right place at the right time.

Go It Alone. Any earnest artistic endeavour is usually a solitary creative exercise. You must focus all your energies on the environment that offers you its aesthetic milk and honey. Otherwise, you're liable to miss something.



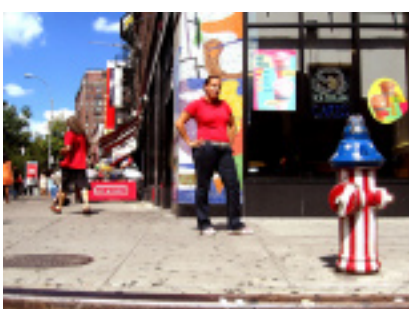
12

Midnight Cowgirl

July 24, 2006

As with many of my photographs, this one belongs to an extensive series. I chose this shot in particular because, although the Naked Cowgirl isn't at center, the lines from the grates and the sinking angle of the buildings in the background help draw you in. The kissing couple in the middle, is a wink to Eisenstaedt's iconic photo, "V-J Day at Times Square, New York City, 1945."

Persevere. Despite the obstacles, the naysayers, the players that will wile to get their way (and thus stifle yours), one must persevere. Keep the goal in mind regardless of all who might discourage you from becoming a great photographer.



13

A Little Bit of Attitude

September 3, 2007

Captured in film and recordings by the likes of Robert DeNiro, Al Pacino, Frank Sinatra and the Beastie Boys, New Yorkers both native-born and those drawn here from afar have long come off as gritty characters with a little bit (and sometimes a lot) of a "I don't give a ****!" attitude. Although posing in a spontaneous, friendly way, the woman in this photo evoked some of that classic NY sass that I have come to both love and hate over the years.

Be Promiscuous. In other words, don't hesitate to take an endless stream of pictures. In the digital age, you're free to experiment and enjoy art in excess.



14

I'm Walkin'

September 21, 2007

From the very beginning I have been fond of taking photos at night. The illumination of artificial lighting is limited and serves as a conduit that naturally leads the viewer to focus on certain areas or objects in the photo.

Take The High Road

and set your own personal high standards. Don't waste time worrying about what others have done. Rather, spend time wisely and focus on what *you can do*.



15

The Big Ice Cream

April 25, 2008

There are certain times of the year and night that are conducive to great coloring in city photographs. In particular, I have come to love taking photos in early spring and fall, especially at twilight time, when the dusk turns the clear sky into a majestic blue heaven. Similarly, I love taking photos on rainy nights, when the reflection of red traffic lights, passing cars, streetlamps, and storefront windows glow against the mirror of wet streets and sidewalks.

Learn to Let Go.

When taking pictures don't be fettered by the lost moment. Regrets may very well cause you to miss the next opportunity.



16

Poster Girl

April 26, 2008

This photo was taken at 137th Street and Broadway, right after I had gotten out of the subway. I had passed her by, initially, but immediately knew I would regret not returning to snap my photo. This is one thing I have learned over and over again as a photographer. There are opportunities for great photos everywhere. You just have to make the extra effort both to open your eyes and take the shot.

Make Every Shot Count. Position yourself well, then click before you've lost the nerve. Life is fleeting,



17

The Look

April 26, 2008

One of the most wonderful things that photography has taught me is that you should never just let life pass you by. Pro-actively squeeze the richness out of every moment—whether by actively pursuing a goal, the honing a craft, or appreciating the people, places and things around you.

Don't Be Afraid of the Elements.

"Neither Rain Nor Sleet Nor Snow Nor Dark of Night" is etched in stone at the top of New York City's General Post Office. Great photographers do not cower when nature's being naughty.



18

REPENT

May 1, 2008

One of the many things I love about New York City is the diversity and tolerance of people on the street, especially the salesmen. These run the gamut from peddlers of knock-off designer handbags and watches, to marketing minions passing out complimentary samples of breath mints, shampoo, or chocolate bars and onto the slews of missionaries selling salvation, a purpose-driven life, and even life after death.

Tell The Truth.

Sometimes (sometimes) telling the truth is the best way to set up those wonderfully candid and honest shots of others.



19

Oy Vay, We're Lost (in Harlem)

May 25, 2008

This photo was taken on an especially sunny day during one of my treks through Harlem. These two fellas had paused on the corner of 125th and were seemingly lost. With his furrowed brow the man in the yellow shirt expressed concern. His much shorter friend made the call to get them back home. I knew exactly how they felt. I've made dozens of spontaneous photo treks to places I've never been and have occasionally gotten lost in turn.

Are You A Photographer? Being earnest is what raises what you do to the level worthy of your time and effort. Don't be afraid to be proud of your passions.



20

Little Girl, Dreamin'

May 25, 2008

People who come to NY are often dreamers. Some are immigrants dreaming of making a better life for themselves and their families in America. Others are American natives looking to escape a small-town fate. Like many before me, I was inspired by Fred Ebb's lyrics: "These little town blues are melting away, I'll make a brand new start of it in ol' New York..."

Steady as She Goes. You don't need a tripod to take great photos of things in motion. Brace yourself—lean against a light pole, crouch down in the island of the roadway and use your bent knee for support, lie down and place your elbows firmly on the ground.



21

Big Man, Little Man

July 16, 2008

A seemingly simple shot, this picture contains a multitude of fascinating elements—reflected light from the building across the street at 8 AM; the contrast in size, color, and direction of the two men about to cross paths; and rich textures like the brick wall and the gum splattered sidewalks with their lines leading in from the street to each subject.

Eyes Wide Open.

Be in tune with your environment. Your eyes and senses will be opened to many new good shots.



22

Hmmm, I Wonder What He's Thinking...

July 22, 2008

Along with photos of life *on* the streets, I love to take photos *below* them. While New Yorkers tend to be stoic in public, subway riders nonetheless often convey a certain emotional fatigue that speaks to the fast-paced and demanding life in *the city that never sleeps*.

Everyday is Extraordinary,

if only because we are healthy and alive and astute enough to see the glory of the sunrise and the stark beauty of spilt soda on a city sidewalk. It is merely a matter of widening our perspectives and making an effort to make something out of nothing.



23

Waiting, at Times Square

August 4, 2008

Along with being energetic, agile, proactive, and willing to experiment, being still and patient can be just as important. After much trial and error, I have found that *waiting for the right moment*—that certain confluence of people, signs and vehicles; of motion and stillness; of light, color and shade—is just as critical as chasing after every opportunity.

Envision.

Be conscious of what your subjects will look like within the greater context of their surroundings.



24

You Lookin' At Me?

August 5, 2008

As surreptitious as I attempt to be with my photography, *people know*, or at least give me that look that says they suspect something. Funny thing is, no one ever smiles in return. It is always the patent "You talkin' to me?" response that Robert DeNiro made famous in his portrayal of a crazy New Yorker (and would-be assassin) in the 1976 movie *Taxi Driver*.

Experiment. New and extra ordinary perspectives are often the most rewarding, because they allow you to see and to appreciate what others have overlooked or taken for granted.



25

New York, Doggy Style

August 27, 2008

In sum, I believe that E.B. White, a native New Yorker, said it best: "There are roughly three New Yorks." There's the city of those born here, the one that some commute to and the city of those born elsewhere. "Of these trembling cities the greatest is the last—the city of final destination, the city that is a goal. It is this third city that accounts for New York's high strung disposition, its poetical department, its dedication to the arts, and its incomparable achievements. Commuters give the city its tidal restlessness, natives give it solidity and continuity, but the settlers give it passion."

Recharge Your Batteries.

Repose is crucial to being prepared to take full advantage of opportunity.

Many thanks to the following sponsors whose generous contributions made **25 Decisive Moments: The Beauty of Life on the Streets of New York City** possible.

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SPECIAL THANKS AND PRAISE TO:

Bishop Andrew St. John and Father Warren Haynes for taking me in and letting me stay at the Little Church during my time of need three years ago; for having faith in me, and for renewing my own faith in life and humanity, a faith that had long been yearning for renewal. If it hadn’t been for their generosity and kindness, we wouldn’t all be gathered here today celebrating the beauty of life on the streets of New York City.

Dr. Chelsea Hollander for reminding me that some things are *meant to be*. And thank you for being there, often and always, when I’ve needed you most.

Delia “Mom” Olague for allowing me to be *me* and for encouraging and supporting my growth as a man, a person, an artist, a father and a friend to others for the last 40 years.

Domenica Domínguez for 16 years of friendship, and ten years of patience, understanding and all the love you have given to support and ensure our children are well loved and cared for. Estranged though we may be, after 11 years it behooves me to wish you a Happy Anniversary (October 25) anyway.

Enzo & Dominic Domínguez for making me proud to be a father, for inspiring me to fulfill my greatest potential, for reminding me of some of the most important lessons I’ve learned over the years: It’s the small things that count, the greatest wealth is intangible and the greatest joy in life comes from taking the time to simply enjoy and appreciate it.

Dr. Feyza Marouf for long encouraging my art, and for supporting me through thick and thin.

Joseph Silva for showing me a few tricks that allowed me to print and present many of my earlier photos, today.

Nick Chapman for coming out of nowhere and being the one to point out my talent to HP. Thank you for this opportunity and for helping make this show possible in more ways than one.

Prez “Pops” Domínguez for teaching, encouraging and showing me how to *use my imagination*.

Rayner Ramirez for being one of my best friends and for introducing me to Stephanie Staal.

Robert Thomas for being one of my best friends, contributing to my delusion of grandeur (i.e. “you’re a genius”) and also for ensuring that I haven’t been homeless for the last three years.

Stephanie Staal for believing in me, my literary talent and my story. If it hadn’t been for Stephanie I wouldn’t have written *25 Lessons*. Thanks for being my editor and dear friend over the last three years.

Suzanne Hogan for her dear friendship and all her help and counsel regarding the organization of this show.

Truly, honestly, really—thanks to everyone. I love you one and all. Lorenzo

An advertisement for HP Everyday Pigment Ink Photo Paper. It features the HP logo on the left, followed by the text 'INTRODUCING HP EVERYDAY PIGMENT INK PHOTO PAPER' and 'Both promise to be a big hit in the large format world.' Below this is a photograph of a man, Lorenzo, smiling and holding several large-format prints. In the bottom left corner, there is a call to action: '» LEARN MORE' and 'WHAT DO YOU HAVE TO SAY?'.