

FOR IMMEDIATE RELEASE: Presenting renowned street photographer Lorenzo! and his literary debut of wisdom collected on his journey from the DEAD END streets of suburbia to the gritty streets of New York City in 25 LESSONS: THE ART OF LIVING

NEW YORK, April 2 – **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)

25 Lessons: *The Art of Living* marks the debut of Lorenzo's foray into literature, tracing his journey from a stifled suburban husband and father, through the breakdown of his marriage to his refuge in a little church in the middle of Manhattan.

After arranging with the residing priest to serve as caretaker in exchange for accommodations, Lorenzo lived simply and in virtual isolation at *The Little Church* for three months.

While there, he re-examined his life and found himself walking the streets of New York City at night 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.

25 Lessons: *The Art of Living* bridges words with more than 500 images. Lorenzo shares his secret to applying the art of living to the deceptively simple rules of photography. Inspirational and poetic, this book will not only spark readers' creativity, but also reawaken their passion for life.

ADVANCE PRAISE FOR 25 LESSONS

"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://The Art of Living (aofl/blogspot.com)) (aofl/blogspot.com), and www.25Lessons.com. See his photos on flickr at <http://www.flickr.com/lorenzodom/>

25 Lessons: The Art of Living, is available exclusively at www.blurb.com.

He lives on Manhattan's Upper West Side.