



# KARELIA

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## **"WATER"**

October 2006 - *Water* is the third book, this time from Karelia Investment, in its annual series of premium volumes featuring "masterpiece images" from international photographers.

Settings range from the Scottish Highlands to the Brisbane coastline, and amongst the subjects are women washing clothing at a pond near the Zambesi River, a fleet of traditional sailing boats off the eastern coast of China, surfers in Hawaii, a monsoon in Ho Chi Minh City and some remarkable wildlife shots.

All have one thing in common – stunning quality. The result is more than 70 half- or full-page colour photos presented over 146 ultra glossy 34x24cm pages, and bound in a hardback cover.

In the book's foreword, Karelia Tobacco Company Public Relations Manager Joanna Kamarinopoulos explains the pertinence of the publication: "The power of water served as an essential factor in the industrial revolution, and it comprises a vital ingredient in a myriad of products. Even cigarette production would be impossible without water. Tobacco cultivation and blending is dependent on the use of water and moisture. The paper mills that produce cigarette-tipping paper require tons of water.

"Additionally, water, in its many guises, is a perpetual source of beauty that has attracted artists since the dawn of history. And it is photography that is the artistic medium that provides the best vehicle to demonstrate the boundless aesthetics of water."

The images are treated with the respect they deserve. With rarely more than one to a double-page spread, each is set against an unobtrusive light blue and white surround. Accompanying explanations by the photographers give some context, though very often the photos simply speak for themselves.

Since 2004, Karelia has sponsored the world's largest annual art photography contest – the Trierenberg Supercircuit – and placed the best of the year's entries in a special book. The initial publication was entitled *The World We Live In*, dedicated to prize-winning landscape photography, and in 2005 the theme was *Smoke*.

Trierenberg Supercircuit Chairman Dr. Chris Hinterobermaier adds: "For the photographer, water presents an endlessly renewable challenge. You cannot direct it to do what you want; instead, you must explore your own responses to it and seize the moment when all the different elements of the shot – composition, colour, light and mood – come together. The book explores the many different moods and appearances of water."