

Steve Uzzell

National Geographic Photographer

Steve Uzzell is a renowned advertising and corporate photographer.

His introduction to the photo industry began when he was an assistant to the editor of National Geographic and a member of their photographic staff. He has published two books of his own photography, his editorials have been featured in more than 80 publications, including *Newsweek*, *Time*, *Smithsonian*, and *U.S. News and World Report*, and his cinematography has aired on ABC, CBS, NBC, and PBS. Uzzell spends six months of the year traveling the world for his clients; the remainder is spent teaching and delivering his presentation, "Open Roads Open Minds: An Exploration of Creative Problem Solving."

Uzzell believes the open road never fails to open our mind; and once our mind is opened, the boundless power of our imagination is unlocked. Uzzell's work teaches us to put perspective to work everyday in problem solving, in the creative process, and in enriching our lives. Using his striking photographs as metaphoric illustrations of possibility and creativity, Uzzell inspires audiences to take advantage of his experience and vision to make any venture an adventure. Steve's approach to his photographic work serves as a universal blueprint for problem solving. His audiences not only learn to be open to solutions that are unexpected, but that preparation lays the groundwork for magic to happen. "Chance favors the prepared mind," said Louis Pasteur. After all, Steve says, "our eyes will only ever see what our mind is prepared to comprehend."

Steve's jam-packed calendar teems with assignments that require his peerless eye and his keen attention to detail. Uzzell has shared his photographs with the world for years. Now, he has elected to share not only his wonderful photography, but his insights into the creative process itself.

To Steve Uzzell, the destination is the journey. He asks us to occasionally change our perspective, try a new way home, and always enjoy the ride.