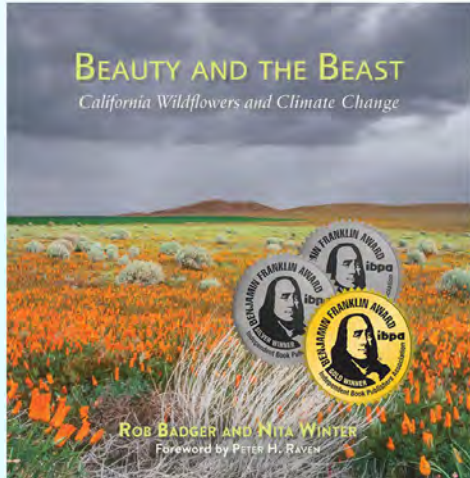


WILDFLOWERS LIKE YOU'VE NEVER SEEN BEFORE

Passionate Photographers and Authors Give Them a Voice

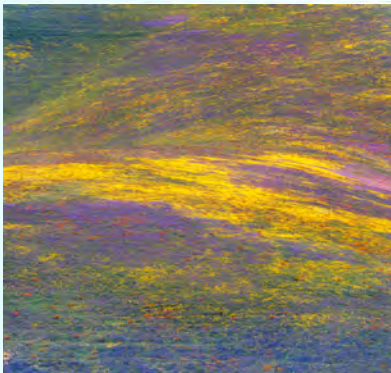


In a book that seamlessly weaves art, science and conservation together to inspire hope and action, award-winning conservation photographers Rob Badger and Nita Winter take readers on a stunning tour of California's wildflowers. From the super blooms of Death Valley to the monkeyflowers of Yosemite, the 12 time award-winning coffee table book features 190 floral portrait and landscape images alongside 18 thought-provoking non-fiction short stories. Authors include Jose Gonzalez of Latino Outdoors, Robin Wall Kimmerer (*Braiding Sweet Grass*), Mary Ellen Hannibal (*Citizen Science*), and other leading voices in today's environmental movement. Experience for yourself why Nina Simons, author and founder of *Bioneers* calls this book "potent medicine for our souls."

Beauty and the Beast: California Wildflowers and Climate Change
Rob Badger and Nita Winter
Hardcover \$60 12" x 12" 264 Pages
ISBN: 978-1-7331044-0-1
LCCN: 2019909604

“Exquisite”

Joel Sartore, *National Geographic* photographer



Internationally acclaimed photographers Rob Badger and Nita Winter have been life partners and creative collaborators for more than three decades. Recipients of Sierra Club's 2020 Ansel Adams Award for Conservation Photography. Their work has been featured in *Time*, *Mother Jones*, *Sierra* magazine, the *New York Times*, the *Washington Post*, *San Francisco Chronicle*, and the *Los Angeles Times*. In 1992, they discovered and fell in love with California's spectacular wildflower blooms in the Mojave Desert's Antelope Valley California Poppy Preserve. This inspired the 27-year journey photographing wildflowers throughout the West, and, in 2011, their documentary art project, *Beauty and the Beast: Wildflowers and Climate Change*. In 2016, they created their first joint exhibit on California's wildflowers. The beautiful book, published in conjunction with the California Native Plant Society, is a companion to the traveling exhibit.

For interview requests and review copies, please contact
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NATIVE PLANT SOCIETY

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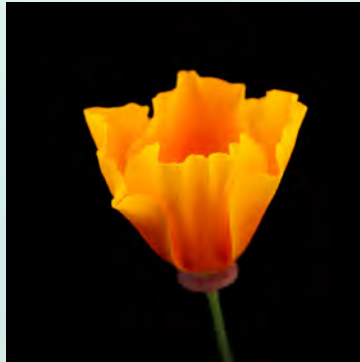
BEHIND THE SCENES



Gorgeous scenery isn't the only thing that makes the Beauty and the Beast wildflower photos so special. Rob and Nita developed unique field techniques to capture

one-of-a-kind images. Badger and Winter create every one of the photographs in the field, lugging 80 pounds of cameras and their "natural light" studio equipment from below sea level in Death Valley National Park to 13,000-foot-high mountain passes. Using black or white backgrounds they carefully photograph living flowers, creating images that look like they were made in a studio setting, with them safe and sound in the ground.

The book's collection includes Rob's floral portrait techniques that go beyond any traditional approach. In the "Contact" series, the luminous flower petals actually touch the lens; in the "Wrapped" series, flowers are enfolded in black or white fabric to complement their geometric forms.





I. The Gift of Beauty

CONTRIBUTING AUTHORS



I. The Gift of Beauty

- "The Origin of California's Wonderful Plants"
– Peter L. Raven
- "The Ephemeral Beauty of California's Wildflower Fields"
– Ilene Anderson
- "The Transformative Power of Beauty"
– Will Rogers
- "Chasing Spring: Timing is Everything"
– Ryan Burnett
- "Wildflowers at Home"
– Kitty Connolly
- "Sudden Abundance"
– Susan J. Tweit

II. The Human Connection

- "Connecting to Nature"
– José González
- "What's In a Name?"
– Robin Wall Kimmerer
- "Wildflowers and Climate Change"
– Gordon Leppig
- "Seed Saving: Safeguarding California's Natural Legacy"
– Genevieve Arnold
- "Phoenix From the Ashes"
– Susan J. Tweit
- "Citizen Science"
– Mary Ellen Hannibal

III. Ensuring the Future

- "Zen and the Art of Pulling Broom"
– Wendy Tokuda
- "All Our Relations: The Rights of Nature"
– Susan J. Tweit
- "You: The Changemaker"
– Erin Schrode
- "Who Is Taking the Earth's Temperature?"
– Margaret Leinen
- "Talking to Children About Climate Change Without Scaring Them"
– Amber Pairis
- "Hope, Joy, and Inspiration"
– Kenna Kuhn

ENDORSEMENTS

for *Beauty and the Beast: California Wildflowers and Climate Change*

This exquisite book celebrates California's native wildflowers for what they are: works of art, honed over millennia, with the same right to exist as everything else. The first step toward conservation is education, and the respectful work presented here is a fine start. In the end, it boils down to this: how diminished our world would be without flowering plants, and how foolish we all would be to allow even a single one to slip away. After all, when we save other species, we're actually saving ourselves.

Joel Sartore, National Geographic photographer and founder of the Photo Ark

Our only long-term hope is to live in harmony with the natural world that sustains us. There simply is no other option. If the beauty and wisdom documented in this extraordinary book do not inspire us and guide us to find new ways to do this, nothing will!

Doug Tallamy, professor of entomology, University of Delaware, and author of *Bring Nature Home*

The photography is wonderful, but what really makes the book so special and goes so far beyond some other books that showcase the beauty of plants is the writing that goes with it. That comes from such a good spread of people and perspectives and manages the perfect balancing act between properly acknowledging the threats and pointing towards solutions. The package of ideas in words and images is beautiful and compelling.

Stephen Blackmore, Queen's Botanist and chair of Botanic Gardens Conservation International

Beauty and the Beast arrives as potent medicine for our souls. Marrying art and science while lifting a chorus of diverse voices, this beautiful book will inspire and move you toward greater action on behalf of life itself. As we face climate and extinction crises, this book will buoy your heart and offer an updraft under your wings.

Nina Simons, author and cofounder of *Bioneers*

Nita and Rob's portrait of California's wondrous plant diversity is gorgeous and eye opening. This book will encourage love for this planet's magnificent and diverse living species and a desire to fight to save life on Earth.

Kieran Suckling, executive director of the Center for Biological Diversity

We are not just looking for pretty picture. We are looking for photographers who use their work to help further a conservation cause. We were all struck by the stunning photos and the combination of art and activism that was reflected in the book.

Sierra Club 2020 Ansel Adams Award for Conservation Photography

Rob and Nita's work is exquisite, and their exhibition has delighted thousands of visitors eager to learn more about the botanical diversity of our state. We also hosted Rob and Nita for a virtual talk about their work—they drew a large audience eager for behind-the-scenes photography secrets and insights on the future of California's wildflowers. Peppering in anecdotes and pragmatic tips, they kept listeners engaged and uplifted, even while discussing climate change in our state.

Judy Gradwohl, President and Chief Executive Officer, San Diego Natural History Museum



EXHIBITS

Many people are not aware that wildflowers are especially vulnerable to climate change and habitat loss. "Beauty and the Beast: California Wildflowers and Climate Change's" educational, traveling exhibit tells the wildflowers' story in both images and words. Its goal is to raise awareness and inspire hope and action regarding conservation and climate change. Based on a 30 year documentary art project, "Beauty and the Beast," uniquely portrays the threatened, vanishing beauty and incredible diversity of native wildflowers found on America's western public lands.

"Stunning photographs"

Judy Gradwohl, Pres/CEO, San Diego Natural History Museum



Featured are intimate floral portraits and spectacular superbloom landscapes with their explosions of Nature's color. The exhibit presents seven different sections: Mountains, Coastal, Desert, and Central Valley regions, the power of fire and renewal, a behind-the-scenes look at capturing these often unique images in the field, and an illustrated overview of California's geographic regions. Most importantly, these beautiful images and text panels address how climate change and other human impacts effect California's wildflowers.

"Exquisite photographs show us what we have to lose as climate change and development irreversibly alter these delicately balanced ecosystems. As wildflower habitats change or disappear, the animals, birds, and insects that depend on them vanish as well."

Amy Cohen, Director of Exhibit Envoy

HISTORY:

2016 Original exhibit opens at the San Francisco Main Library's Jewett Gallery with 100 prints and educational panels. Print sizes range from 16 x 20 to 45 x 55 inches.

2017-22 A traveling exhibit version with 52 prints is available through Exhibit Envoy. Twelve venues across California have hosted BATB, seen by over 50,000 visitors to date.

2018 A custom, semi-permanent version is created by the Gateway Science Museum, Chico CA, displayed for 18 months.

2020 The photographers are invited by the San Diego Natural History Museum to collaborate on the museum's current, custom, large print exhibit: "California Blooming: Wildflowers and Climate Change in the Golden State." High resolution files are used to produce supergraphics up to 12 feet high.
April 2021 - September 2022

