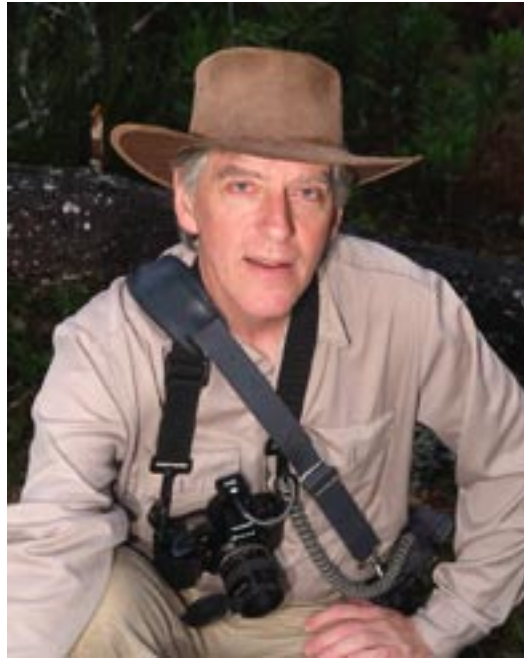


Taylor F. Lockwood



Media Kit

Taylor F. Lockwood
Photographer / Author / Publisher / Videographer



“My Heart is Close to the Earth”

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<http://www.TaylorLockwood.com/pages/mediakit.html>

Taylor Lockwood is One-of-a-Kind

Taylor Lockwood has a mission: to melt the frost of fungiphobia in America. He has set out to find and photograph the world's most beautiful mushrooms, and to share with others the images that result from this global treasure hunt.

Taylor “discovered” mushrooms in December 1984. After seven years of heat, smog, and rock-and-roll, he had relocated from Los Angeles to Mendocino in northern California. It was an unusually warm, wet winter. Within a week of moving into a cabin amongst the redwoods, Taylor noticed mushrooms coming up all around him in the forest. He was so taken by their beauty that he was compelled to photograph them.

Prior to Taylor's work, mushrooms were typically photographed when they were not at their best: sometimes with chew marks from slugs and forest critters, with holes in them, covered with dirt or obscured by leaves or sticks, old and dried out or wet and rotten. He saw them as beautiful objects, and sought ways to capture them in their most pristine form, to take portraits of them with the best lighting techniques, to show their true colors in unfiltered light.

The results are stunning. His work has garnered him respect and acclaim from his mycological colleagues, from the media (through reviews and use of his images in many publications), and from his dedicated fans who come to see his slide shows and collect his images in the form of gallery prints, books, videos, and other mushroom-art products.

During his early years of mushroom discovery, Taylor embarked on his first international mushroom hunting trip traveling to the Soviet Union in 1989. It was there that he realized something about the appreciative Russians in his slide show audience, “. . .our mutual interest in mushrooms was a powerful force that superseded the barriers of language and culture.”

Inspired by his trip to Russia, Taylor embarked on many other international expeditions to bring back images of mushrooms most people will never have an opportunity to see first hand. He has a desire to not only connect with mushroom lovers from other cultures, but to connect those diverse people to each other through their common love of mushrooms. This has made for a special brand of diplomacy—mushroom diplomacy—and has taken him to some remote spots, as well as those more familiar and just as interesting.

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One-of-a-Kind (continued)

Over the past 23 years, he has visited over 30 countries and all 50 U.S. states, and met countless numbers of mushroom lovers. Many of his travel stories are featured, along with his images, in this new book *Chasing the Rain: My Treasure Hunt for the World's Most Beautiful Mushrooms*. He continues to maintain an active travel and public speaking schedule, and will commence on a nationwide digital slide show and book tour celebrating the release of *Chasing the Rain* in late summer, 2007.

In addition to his vocation as an esthetic mycologist, Taylor also educates people about mushrooms and other fungi. In 2005, he released a video DVD entitled *The Mushroom Identification Trilogy*. This three-part presentation teaches the basics of mushroom identification. Written and hosted by Taylor, it features his photographs and serves as a visual field guide companion. In 2006 he produced a series of educational video shorts called *The Mushroom Minute*. Each installment teaches identification characteristics, one mushroom at a time, in one minute.

Fueled by his passion for art and beauty, Taylor has carved his own niche in the field of mycology. His dedication to his craft and love of nature and people combine to make him a fitting ambassador of mushrooms at home and abroad.



“In 1993, after finishing a presentation to a group on the east coast, I had an epiphany. I realized that through my photography, I was in a special position to help raise awareness of and appreciation for mushrooms and other fungi. . .and I really believed *mushrooms needed me.*”—Taylor F. Lockwood, *Chasing the Rain*

Biography



Taylor Lockwood was born to two artists in the French Quarter of New Orleans and grew up near Seattle, Washington, where he took to music at an early age. After high school he entered the University of Washington, College of Architecture. By the time he was 21, he was playing several musical instruments and soon moved to California to start a band.

After living in the San Francisco Bay Area for a few years, he went on to Los Angeles. Then after three bands and seven years of heat and smog, he set out looking for a cooler and greener place to live. In December 1984, in the middle of the rainy season, he relocated to Mendocino, California. In his first week there he “discovered” mushrooms, bought a camera, and started taking photos.

After a year of customizing his equipment and focusing his direction, he presented his first slide show for the Los Angeles Mycological Society annual fair.

Since then, he has taken tens of thousands of photos and presented hundreds of shows in the U.S. and around the world. Taylor maintains an active touring schedule to date.

In addition, he manages three websites that feature his photos, videos, and mushroom-art products: www.KingdomofFungi.com, www.TaylorLockwood.com and www.FungiPhoto.com. In 2001, Taylor published his first book entitled *Treasures From the Kingdom of Fungi* and in 2002, a video DVD by the same name.

In 2005, he released a video presentation on DVD called *The Mushroom Identification Trilogy*. The *Trilogy* has broken new ground as a visual companion to mushroom field guides and has won Taylor praise from his mycological colleagues, as well as educators, medical professionals, and viewers of all ages. In 2006 he produced a series of educational video shorts called *The Mushroom Minute*.

In 2007, he will release his second book, *Chasing the Rain: My Treasure Hunt for the World's Most Beautiful Mushrooms*. It captures the essence of his passionate hunt and gives us insight into the diversity and love of fungi world-wide.

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Biography (continued)

Taylor also manages a stock photography business. He has provided images to the publishing, mushroom product, and myco-medicinal industries. His clients include: Andrew Weil, Amway, Glencoe/McGraw-Hill, *New York Times*, Scholastic Inc., *Mother Earth News*, and many others.

Taylor is a member of the San Francisco Mycological Society, Fungus Federation of Santa Cruz, SOMA (Sonoma Mycological Association), NAMA (North American Mycological Society), as well as PMA (Publishers Marketing Association), and Bookbuilders Northcoast.

Book Information – Chasing the Rain

TITLE

Chasing the Rain: My Treasure Hunt for the World's Most Beautiful Mushrooms

AUTHOR:

Taylor F. Lockwood

PUBLISHER:

Taylor F. Lockwood

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DISTRIBUTOR:

Online distribution through www.KingdomofFungi.com

Baker & Taylor

ISBN:

978-0-9709449-2-4

PHOTOGRAPHS: 502 full-color, 2 Black & White

SIZE:

Dimensions: 9 1/2" x 10 3/4," Hardcover, Spine Width 5/8"

BAR CODED:

Yes

PRICE:

\$29.95

CATEGORY:

Nature / Travel / Photography

DESCRIPTION:

Features travel stories and photographs by Taylor Lockwood, plus insight into the development of his photographic style and career as an esthetic mycologist. Includes index.

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Promotion Highlights 2001 - Present

All references are to media/organizations in the U.S. unless otherwise noted.

2007

December 31 | The Washington Post | Interview by Rick Weiss with photo spread

November 11 | *Planted Magazine* (Japan) | Interview and photo spread

October 23 | *The Register-Guard* (Eugene, Oregon) | Interview and photo spread by Mike Stahlberg

October 4 | *The Bellingham Herald* | Interview and photo spread by Kie Relyea

September 24 | NBC25/Hagerstown, MD news feature story

September 18 | *Field Mycology* (England) | Book review by Geoffrey Kibbey

September 13 | *Cornell Daily Sun* (Ithaca, NY) | Interview by Sammy Perlmutter

August 27 | *Lawrence Journal-World* | Interview and photo spread by Terry Rombeck

July | *Midwest Book Review* | Book review by James Cox

August through October | *Chasing the Rain USA* book tour

2006

October | Oakland International Airport | Photographs part of a mushroom exhibit produced by the Oakland Museum

September | New York Museum of Natural History | Presented "Fantastic Fungi of the World" digital slide show

January-February | *The Mycophile* | Review of *The Mushroom Identification Trilogy* by Sandy Sheine, Education Chair, NAMA (North America Mycological Association)

2005

December | Oakland Museum, Mycological Society of San Francisco Fungus Festival | Presented "Fantastic Fungi of the World" digital slide show

October | The Third International Medicinal Mushroom Conference, Port Townsend, Washington | Presented "Fantastic Fungi of the World"

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Promotion Highlights (continued)

April-May | *Spécial Champignons Magazine* (France) | Interview with Taylor

April | Oakland Museum of California | Screening of short video entitled *Spirits of the Forest* at 2005 EarthDance: The Short-Attention-Span Environmental Film Festival & After Party

2004

September | *Coastal Living Magazine* | Interview of Taylor

2003

July | *Field Mycology* (England) | Review of *Treasures from the Kingdom of Fungi* by Jonathan Revett

2002

October | *St. Louis Post-Dispatch* | Review of *Treasures from the Kingdom of Fungi* by Becky Homan

October | *The Victorian Naturalist* (Australia) | Review of *Treasures from the Kingdom of Fungi* by Simon H. Lewis

May-August | *Bollettino del Gruppo Micologico "G. Bresadola"* (Italy) | Review of *Treasures from the Kingdom of Fungi*

April | *Bulletin Suisse de Mycologie* (Switzerland) | Story on Taylor Lockwood's photography (includes review of *Treasures* book) by Tjakko Stijve

2001

December 30 | *San Francisco Chronicle* | Review of *Treasures from the Kingdom of Fungi* by Carl T. Hall

Media Planned

- *The Mycophile* (North America Mushroom Association Magazine)
- *Spécial Champignons Magazine* (France)
- *Miscellanea Mycologica* (Belgium)
- *Bulletin Suisse de Mycologie* (Switzerland)

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Frequently Asked Questions

Q. Why have you devoted your career to mushrooms?

A. I first became interested in mushrooms for esthetic reasons. I then learned that they are a large, multi-faceted kingdom of living beings that are very important to our environment and very beneficial to humans.

What surprised me was that for many people, mushrooms are veiled in a cloak of fear or “fungophobia.” It occurred to me that I could help lift the veil, or as I like to say “melt the frost of fungophobia,” through my photography and introduce people to the wonders of mushrooms. The study of mushrooms and other fungi is called mycology. As far as I know, I’m the only person dedicated full-time to what I call esthetic mycology.

Q. How are you known by others in the field of mycology?

A. I have said, “I’m part of the art department.” While I like the taxonomy and other scientific aspects of mycology, I am known mostly as a photographer and educator.

Q. You’ve been called “an ambassador of mushrooms,” what does that term mean?

A. A person who promotes harmony between different cultures using mutual interest in mushrooms as the common denominator.

Q. What does your current book title mean?

A. Most mushrooms fruit after rainfall. My best chances of finding them is during the rainy season. “Chasing the Rain” poetically captures what I do.

Q. Who is your intended audience?

A. Anyone who delights in nature’s beauty, has a love of travel, an appreciation for art or photography, an interest in people and foreign cultures, and mushrooms, of course.

Q. How does your book benefit your reader?

A. By exposing them to the diversity and beauty of mushrooms and showing them things they have never seen before. It will also give them an inside glimpse into travel on the adventurous side, and the life of someone who is actively pursuing his passion, and finding mushrooms that might not have ever been captured on film.

Q. Do you have any other books?

A. Yes, one. I published my first book in 2001 called *Treasures from the Kingdom of Fungi*. It is still selling well in America and in other countries in Europe, Asia, and beyond.

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F.A.Q.s (continued)

Q. Are you involved in anything besides publishing books?

A. Yes, I'm busy with speaking engagements, maintaining three web sites, producing videos and illustrations, and managing my stock photography and mushroom-art products businesses. I also continue to travel a good bit, searching for mushrooms in places I haven't been before, connecting with other mycologists, chasing the rain.

Q. Are you planning to write any other books?

A. Yes, I've got several projects in mind. Stay tuned for more on that front.

Q. Where is your next exotic mushroom hunting expedition?

A. Actually, I'll be traveling around the country this fall on the *Chasing the Rain* book tour. I hope to get some hunting time in then, especially in the Appalachian mountains. I have a wish list for some more exotic locations including Costa Rica, Brazil, Guyana, Africa, and Papua New Guinea.

Endorsements

Chasing the Rain

“A joy to page through and a highly recommended addition to personal, academic, and community library collections, *Chasing the Rain* is as entertaining as it is informative.”—James A. Cox, *Midwest Book Review*

“Wherever he goes—from the Amazon to Tibet, from New Zealand to Nigeria, from the fringe of urban parking lots to remote nature sanctuaries—Taylor Lockwood brings back the most welcome and most ancient of news: that the world is rich in miraculous beauty that will astound the mind as well as dazzle the eyes. Taylor bears a great gift from the kingdom of fungi directly to the human spirit, a gift that nourishes and inspires our love for the diversity of the world.” —Malcolm Margolin, *Publisher Heyday Books*

“Taylor is the Jacques Cousteau of mycology.” —Roy Reehil, *The Forager Press*

On Taylor’s Multi-Media Shows

“Taylor Lockwood’s ‘Treasures from the Kingdom of Fungi’ is beyond words: multidimensional, elegantly beautiful; it is literally breathtaking!” —Dr. Alan & Arleen Bessette, *Authors of Taming the Wild Mushroom*

Taylor Lockwood’s slide shows are witty, musical, aesthetic, accurate, and biologically important. My students came to the shows without any prefatory information or preparation, yet when the lights came on after the last slide, their interest and enthusiasm for the subject bubbled over into a torrent of questions.” —Dr. Michael Barbour, *Plant Ecologist, University of California, Davis*

The Mushroom Identification Trilogy

“Very, very good. Good visuals, good presentation, good timing.” —Gary Lincoff, *author Audubon Society Field Guide to North American Mushrooms*

“In one word. . .Fantastic! Best study aid for the Kingdom Fungi that I have seen in 20 years of teaching.” —Robert Jamgochian, *High school biology instructor*

“My eight-year-old daughter is thrilled and enthralled by your informative DVD!”
—Jennifer Miller

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Endorsements (continued)

Treasures from the Kingdom of Fungi

“Deliciously lit specimens. . .intrepid shutterwork. . .a lot of juicy fun.” —Carl T. Hall, San Francisco Chronicle

“This gorgeous and unique addition to the literature on fungi could well be the book that brings mushrooms into the mainstream of nature appreciation. A feast for the eyes and mind, more than 270 spectacular color photos portray a wondrous array of mushrooms and other fungi from six continents. Lockwood, already known internationally for presenting his multi-media shows of colorful and fantastic fungi under the same title, has created a book that elevates mushroom photography to an art form. The uniquely assorted fungi, both beautiful and bizarre “beyond words”, vie for the viewers’ eyes.—Bob Lorentzen, author of *The Hiker’s hip pocket Guides*

“Simply stunning is the best way to describe this offering from photographer and mushroom lover Taylor Lockwood. . .Not an identification guide, this book is more the ultimate coffee-table book of fungi. A must-have for any mycophile’s library. —Paul Stamets, author of *Mycelium Running*

“Having spent many days in the field in search of perfect fungi to photograph. . .I can personally attest to the difficulty of finding a good quality specimen and the skill required to capture it adequately for posterity. The broad range of superb field examples chosen as the subject matter in this book are evidence of Taylor’s efforts ‘on the ground’, and his technical and creative talents as photographer are clearly demonstrated in the spectacular images that result.” —Simon H. Lewis, Royal Botanic Gardens, Melbourne

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Photographer / Author / Publisher / Videographer

Review copies of *Chasing the Rain* available upon request.
Author is available for interviews.

For further information, please contact:

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Email: Taylor@TaylorLockwood.com
Websites: TaylorLockwood.com; KingdomofFungi.com; FungiPhoto.com

This media kit is available as a PDF at:
<http://www.TaylorLockwood.com/pages/mediakit.html>

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