

# *florendipity*

photography by Jocelyn Konarski

electronic press kit



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## contents

3	EXAMPLES OF WORK flowers
4	EXAMPLES OF WORK desert
5	EXAMPLES OF WORK food
6	EXAMPLES OF WORK wine
7	EXAMPLES OF WORK iphone photography
8	ABOUT THE PHOTOGRAPHY
9	ABOUT THE PHOTOGRAPHER
10	EXHIBITS
11	CLIENT COLLECTIONS
12	PUBLICATIONS
13	BOOK PROPOSAL
14	CONTACT

JOCELYN KONARSKI is a San Francisco Bay photographer who specializes in nature, still life, food, decorative and fine art photography. She grew up in Pacifica, California. She graduated from the California College of Arts & Crafts, with a BFA in Interior Architecture and is self-taught in the art of photography.



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**flowers**





# *florendipity*

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desert



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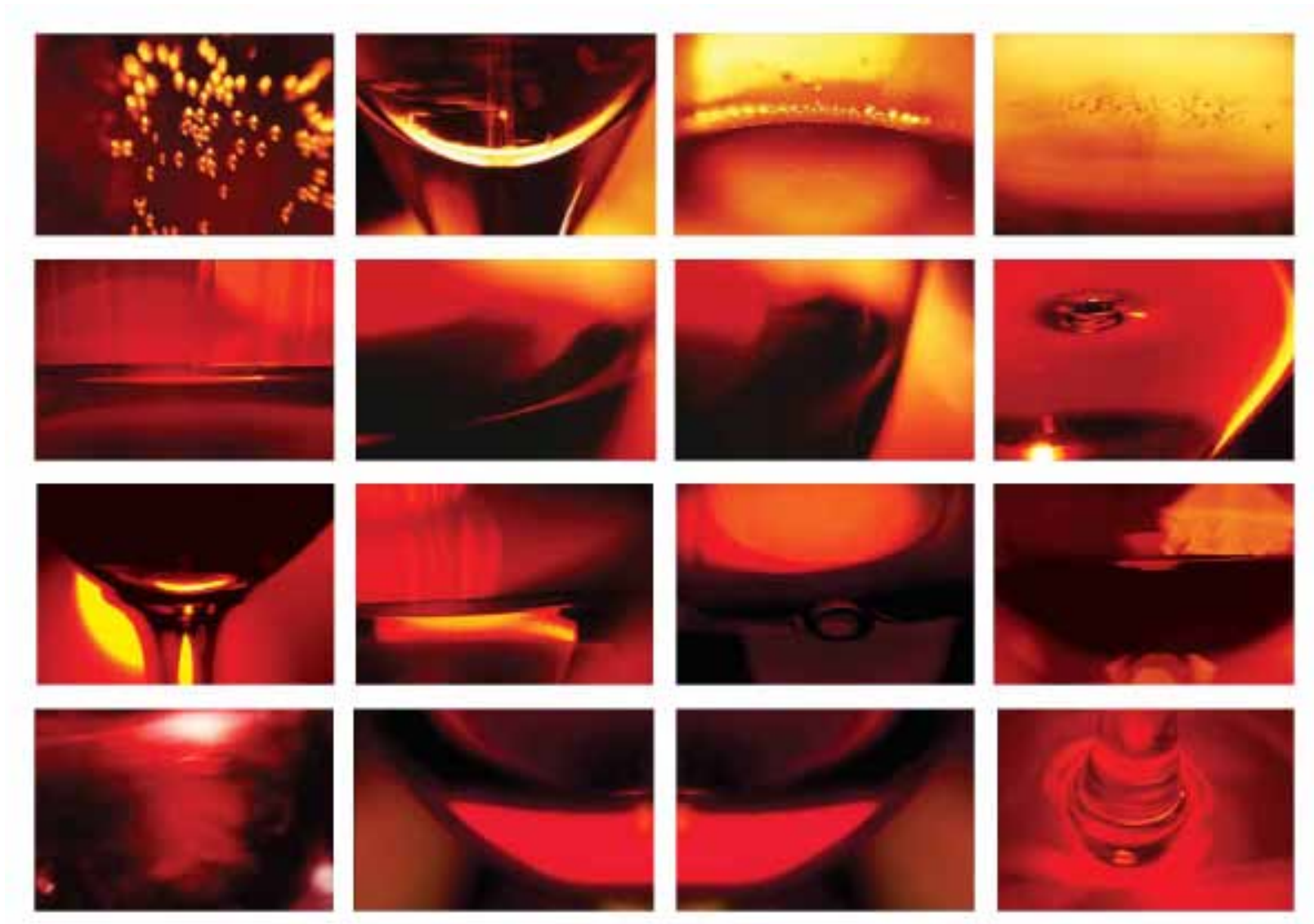
food



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wine





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iphone photography



# *Florendipity*

photography by Jocelyn Konarski about the photography



*Florendipity* is the term Jocelyn Konarski uses to describe her method of discovering and revealing the limitless sensuality of flowers through macro photography. Flowers exist within a larger landscape of garden and world, yet within every flower is an inner landscape, usually unseen and unremarked.

*"Florendipity reveals the natural essence and mystery of flora,"* she says, "a serendipitous world evolved from the intimate erotic reality of flowers."

Konarski relies on good weather and movement using her body sense of the "right" moment to take the photo, sometimes even closing her eyes. Combining serendipity and spontaneity with her trained designer's eye, she produces unusually vivid imagery, expressing color, form and natural light. Through *Florendipity*, Konarski introduces viewers to the surprisingly voluptuous beauty of the macro world of flowers and takes nature photography to an "other" world of perception.



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## about the photographer



JOCELYN KONARSKI received her BFA in Interior Architecture from the California College of Arts and Crafts in 1995. On a whim, she purchased a Nikon F2 with a set of macro lenses in 1997.

Her lifelong love for the beauty and sensuality of flowers made it natural for her to begin experimenting on floral subjects.

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*Trained as an interior designer but untrained as a photographer, she was not constrained by conventional techniques and began shooting extreme close-ups in a very free and spontaneous fashion.*

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She was delighted and surprised when her first roll of film produced an unusually brilliant set of abstract images without the use of special filters or digital manipulation.

Encouraged by professional photographers, she continued to experiment and developed her own unique method using color, form and natural light to produce prints with vivid intensity and fantastic imagery.

More recently she has experimented with the iPhone camera, which has opened up new worlds of creativity for her. In addition to flowers, Jocelyn photographs food, wine, and abstract images in nature.

Her fine art prints are a natural extension of her work as an interior and graphic designer and hang in restaurants, hotels and private dwellings.

She lives and works in San Rafael, California.

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## exhibits

December 2011  
Group Show Iphone  
The Lightroom Gallery  
Berkeley, CA

December 2010  
Group Show Iphone  
The Lightroom Gallery  
Berkeley, CA

April 2009  
Group Show  
Park 55 Hotel  
San Francisco, CA

January 2009  
Group Show  
Gensler & Associates  
San Francisco, CA

May 2008  
Solo Show  
10 years of Florendipity  
The Lightroom Gallery  
Berkeley, CA

July 2008.  
Group Show  
Artisans Gallery  
San Rafael, CA

August 2004  
Group Show  
Mammoth Gallery  
San Rafael, CA

June 2002  
Solo Show  
DeJardenia Floral Gallery  
Oakland, CA

October 2002  
Group Show  
Emeryville Artist Annual  
Exhibition

April 2001  
Solo Show  
Rosenblum Wine Cellars  
Alameda, CA

January 2001  
Group Show  
2001 an Art Odyssey  
Vorpall Gallery  
San Francisco, CA

October 2000  
Group Show  
Art of the Vine  
Vorpall Gallery  
San Francisco, CA

April 2000  
Solo Show  
Cafe Patisserie  
San Francisco, CA

March 2000  
Group Show  
Gallery Luscombe  
San Francisco, CA

June 1999  
Group Show  
Melting Point Gallery  
San Francisco, CA

June 1999  
Pro Arts Gallery  
Oakland, CA

May 1999  
Group Show  
Lawrence Gallery  
Beverly Hills, CA

January 1999  
Solo Show  
Crucible Steel Gallery  
San Francisco, CA

May 1998  
Installations  
Climate Gallery  
San Francisco, CA



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## client collections

Entrust Financial  
Oakland, CA.

Joseph Cozza Salon  
Four Seasons, San Francisco, CA

The Press Club Wine Bar Restaurant  
Four Seasons, San Francisco, CA

CRUSH 29 Restaurant  
Roseville, CA

Bally's Hotel Casino  
47th Floor  
Las Vegas, NV

Celebrity Cruises  
Corporate Headquarters  
Seattle, WA

Community Hospital  
Monterey Peninsula  
Pacific Grove, CA

The Del Coronado Hotel  
1500 Ocean Restaurant  
San Diego, CA

Four Seasons Mandalay Bay  
The Verandah Restaurant  
Las Vegas, NV

Four Seasons Hotel Spa  
Sarasota, FL

Four Seasons Hotel  
TRIO Restaurant  
Austin, TX

The Hilton  
Hotel suites & lobby  
Fort Lauderdale, FL

The Ritz Carlton Hotel  
Restaurant  
Rancho Mirage, CA

Nordstrom Cafe Bistros  
City Center Mall, San Francisco, CA  
Dadeland Mall, Miami, FL  
Phipps Plaza, Atlanta, GA

DigiScents Office  
Oakland, CA





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**publications**

November & April 2004  
Cover Art and Postcard  
Visions Magazine, Psychology of Vision

October 2002  
Interview  
San Mateo Daily Journal

May 2002  
Cover Art and Interview  
Urbanview weekly art news

June 1999  
Top Picks  
June SF Weekly

July 1998  
City of Tribes label  
Lumin, Datura  
CD cover and inserts.



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## book proposal



*Let us be grateful  
to people who make us happy;  
they are the charming gardeners  
who make our souls blossom.*

*— Edward Taylor*

### SEEKING INTERNATIONAL PUBLICATION

*Florendipity The Flower Gathering* an inspirational 365 day book of other worldly flower photography and worldly flower poetics.

*The word "Anthology" comes  
from the Greek word  
"Anthologia" which literally  
means "flower-gathering"*

Consider a bright and stunning uplifting collection that will tantalize the mind's eye with a global bouquet of flora quotes, haiku, songs, hymns and poems from the Anonymous to Khalil Gibran to O'Keefe to Novalis to William Carlos William.

There has not been a book of flower poetics thus far that is graphically intriguing, joyful and insightful. It is a one of a kind anthology using unique photography, and rich typography hand selected and designed by Jocelyn Konarski.

*Florendipity The Flower Gathering* will have viewers engaged everyday with blooming inspiration and awe.



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