

CALDERA ART FELLOWSHIP AWARDS EXHIBITION
PHIL LOMAS [NATURESCAPE]

Title #1:	'TWEED RAPTORS' HD VIDEO Duration: 9:30 min, LOOPED FOR CONTINUOUS PLAY
Format / Size:	HIGH-DEFINITION VIDEO CLIP DISPLAYED ON 50" LCD MONITOR MONITOR TO BE PLYNTH MOUNTED LOOPED CLIP EX P2 HD MEDIA PLAYER
Produced:	2011 PRODUCER/ CINEMATOGRAPHER: PHIL LOMAS NATURESCAPE email: phil@naturescapeHD.com web: naturescapeHD.com

THE VIDEO STORY:

Like us all, the twenty-odd species of Australian birds of prey that call The Tweed Caldera region home are fortunate indeed. They too prosper in an eco-conscious community that values the same right to a life of harmony, freedom, and prosperity as we do.

'Raptors' is a poignant metaphor for that ideal. We all need clean environment, free from poisons & hazards that threaten; safe home & haven for this & next generations; respect & appreciation for all that share the same air & space; natural balance & biodiversity to sustain this, our eco-wonderland.

It pays artful homage to those dedicated to keeping it that way; those who have embraced need with action, those that encourage and supported the need to deliver a vital message & reminder, helped make it all happen.

We all share the same journey. We all need the same as each other. We all need to share duty, contribution & effort; for the sake of now, then, always.

Net proceeds from 'Tweed Raptors' products will assist Currumbin Wildlife Hospital Foundation continue caring for the health, wellbeing & rehabilitation of birds of prey: and all our precious wildlife.

Whistling Kite



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Title(s) #2:	'RAPTORS' DIGITAL SLIDESHOW
Format / Size:	DIGITAL IMAGES/TEXT FACTS DISPLAYED ON 50" LCD MONITOR MONITOR TO BE PLYNTH MOUNTED LOOPED SLIDESHOW EX NAT DECOR MEDIA PLAYER
Produced:	2011 PRODUCER/PHOTOGRAPHER: PHIL LOMAS NATURESCAPE email: phil@naturescapeHD.com web: naturescapeHD.com

THE SLIDESHOW STORY

A complementary presentation to the *Tweed Raptors* video clip, 'Raptors' the digital slideshow blends use of digital photography and high definition video processing to create a multimedia presentation with a difference.

Each bird of prey image has been processed through Photoshop in combination with some of the latest photo-enhancing plug-in programs available. Imported into an Avid Nitris HD editing system, imagery is duplicated, re-framed, given movement and blended to give a multi-faceted perspective: full frame images painted with new & selective dimension.



Highlighting selected features of the birds, the technique encourages the viewer to look longer, closer & deeper. Info-text integrated with montage imagery offers further factual insight into the unique character of each bird.

"Evolving technology is constantly creating cross-platform techniques to venture into new frontiers of image-making: still & moving. For me that's not just an invitation for open artistic licence but the opportunity to tread the fine line of realism with slight surrealism. It prompts the viewer to look twice, more intently, to see the subtlety and help them discover the intricate natural beauty of the subject."

Wedge-tailed Eagle

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CALDERA ART FELLOWSHIP
PERSONAL PERSPECTIVE: PHIL LOMAS

While receipt of one of the first Caldera Art Fellowship Awards in 2010 is certainly a proud moment, for me it ventures beyond self-satisfaction to succeed a blend of aims & hopes.

I've always seen video & photographic art as my most natural means to promote appreciation, respect and protection of our natural heritage. For a self-confessed creative though it's always been an ambitious objective in a highly commercial world.

With '*promotion of sustained biodiversity via art*' its primed canvas and motivation, Caldera Art and its Fellowship program has successfully corralled community, business, and private & public resources to establish a tiered platform from which Australia's Green Cauldron artists can now do so.

It builds a pathway for us to navigate the maze: helps deliver our craft to a wider audience; enables us to offer new perspective, insight & understanding of nature; brands our art with purpose for the benefit of community, creator, and the wild inheritance of us all.

'*Raptors*', my chosen project, is for me living proof of the ability of the Caldera Art Fellowship to raise all those values. It confirms my belief that art can prompt cohesive community action to protect our biodiversity. Personally, aim & hope is transformed into reality & encouragement.

I can only applaud Caldera Art's foresight & vision in founding a 21st Century concept that I believe through ongoing Fellowship Awards can spread eco-benefit regionally, then nationally & globally.

As David Attenborough attests, "*... conservation begins at home in your local community*".

PHIL LOMAS
NATURESCAPE



Barn Owl