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PHOTOMORPHOSIS

August 6 — September 25, 2010

San Luis Obispo Museum of Art

(San Luis Obispo, CA) A juried exhibition of high dynamic range imaging and other digital techniques in contemporary photography opens at the San Luis Obispo Museum of Art on August 6. Presented by the Central Coast Photographic Society, the exhibit runs through September 25, 2010. The goal of **Photomorphosis** is to showcase a wide variety of cutting edge digital imaging techniques which “morph” or stretch an image into a more abstract, expressionistic, impressionistic, or pictorial look and feel.

Photomorphosis stands in juxtaposition to traditional images that are very crisp and clear, such as the work of Ansel Adams, by creatively expanding the emotional and spiritual content of an image in new directions. Juror Stephen Scott Patterson of Nova Scotia, Canada, is an expert in these techniques and well renowned for his extraordinary, cutting edge work.

A reception, along with an announcement of the show award winners, will take place on Friday, August 6, from 6–9 p.m. in conjunction with Art After Dark. The reception will also include a meet and greet with special guest photographers Uwe and Bettina Steinmueller of the San Francisco Bay area, who were invited to show their masterful work featuring texture blended images. Mr. Steinmueller, Editor/Owner of the internationally acclaimed Outback Photo website, will return on Sunday, September 12, for a guest lecture on this topic.

Central Coast Photographic Society President Renée Besta states, “The work is truly exciting and avant-garde, and has pushed many artists to new levels. The juror, Mr. Patterson, was quite impressed by our local talent and found a diverse array of stunning photographs to produce a very impressive exhibit. We are also very fortunate to be able to show the work of prominent photographer, author and instructor Uwe Steinmueller. We are most grateful to our corporate sponsors for their support, including Nik Software, Breathing Color, LIGHT Photographic Workshops, The Photo Shop, Frame Works, and River Oaks Hot Springs & Spa.”

The San Luis Obispo Museum of Art is a non-profit organization dedicated to promoting and exhibiting the visual arts. Located at 1010 Broad Street, on the west end of Mission Plaza. Hours are 11 – 5 daily. Free admission.