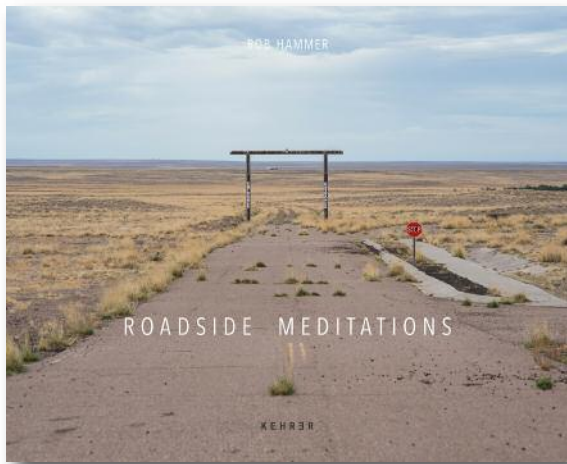


NEW RELEASE 2023



Rob Hammer *Roadside Meditations*

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 Texts by Rob Hammer, Nick Yetto
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Breathtaking images of a road trip through the peerless landscapes of America

Rob Hammer is a seasoned photographer. Besides his successful commercial career, he developed a rich body of personal work that revolves around his numerous road trips through his homeland, America. *Roadside Meditations* is a subtle reflection on the natural and sometimes mundane beauty of this vast country. His images speak about the freedom to be on the road, about the educational, transformative, and meditative character of the time spent traveling. Hammer's intuitive and nuanced photographs can be read as metaphors for the human psyche. At the same time, they are candidly capturing the passing of time reflected in the manmade structures within the landscape. Like a road trip, the sequence of images lines up to become a road itself, on which the viewer's eye travels and experiences the inimitable American landscape.

From the foreword by Nick Yetto:

Rob's journey is the art. His life is a journey, in the literal sense, which makes his life the art. These meditations are not pretty pictures. They're punch-outs from the eternal. A place, and all that it was, and will never be again; an instant and all of everything in the universe that swirled around it; a person, and what he was feeling, thinking, in that millisecond of his life. Click. And gone.

From the text by Rob Hammer:

People tend to ask, "don't you get bored out there?" Until the first time I heard that, the thought of being bored never even crossed my mind. (...) Ironically, it's in the places that others would find boring that I find so much, photographically and emotionally. When there aren't any civilized cues to distract your brain, you're most free to think, but also to pick up on visual details that are otherwise over-

looked. (...) The road has become so many things to me besides just a place of peace and solitude. It's completely transformed the way I think about people, life, relationships, photography, and what I want for my career. It's also made me fall in love with America, especially the West.

Rob Hammer is an advertising/documentary photographer based in San Diego, California. He is most known for his unique way of shooting athletes and adventures. The list of his former clients includes famous names like Nike, Adidas, Sports Illustrated, Runner's World or New York Times. When he is not working on campaigns for commercial clients, Rob travels America documenting various aspects of the country. Most notable series have been 9+ year projects like *American Backcourts*, *Barbershops of America*, *America*, and more recent projects documenting *Cowboy culture in America*. www.robhammerphotography.com

Nick Yetto started his career as Senior Web Producer for Car and Driver magazine. He's worked as a freelance writer and content creator for over two decades, producing novels, screenplays, magazine features, graphic novels, and audiobooks. He's the president and publisher at Helderberg Press Inc. Yetto lives and works in Clarksville, New York.

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