

ONE THOUSAND WORDS...



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They are the moments that have impacted our lives... the indelible images that become etched into society's collective mind. In the relatively short time that man has used the power of photography to educate, inspire, document and shape modern culture, Nikon cameras have captured some of the most powerful and poignant moments ever witnessed. Evoking emotion and provoking thought, long after first view – a powerful photograph can render a poet's adjectives pallid; here then is such an image, "a picture is worth a thousand words..."

RACHEL DEVINE



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"I want to document life honestly, to honor the little things, to create images that tell the story of children with respect and imagination, and to share with others the details of our journey that connect us all."

Rachel Devine combines a phenomenal photographic eye with a savvy photojournalist's instinct for capturing life's magic moments. Her surrealistic image of a white cow on a sand beach in Ireland with "tropical" blue water in the background has become a cult classic, generating over 200,000 hits on the Flickr.com website where it's posted. But it is her signature pictures of children that have established her as a top up-and-coming pro whose images are eagerly sought by leading advertisers, ad agencies, and magazines. Devine has an uncanny ability to convey what it actually feels like to experience the world as a child, and that's why her images of children have a unique freshness and vitality, a heartfelt and emotional authenticity.

"My father was a photo enthusiast," says Devine, "and like him, I'm a passionate self-taught photographer. I was in college in the '90s when I bought my first Nikon SLR, an FM2. Later, when studying in Iceland, I had a show of my work at The New Living Arts Center, an event that motivated me to take my passion to a new level. Not long afterwards, I created a website, www.racheldevine.com, a move that really paid off. That's where Target saw my images of children, was impressed with their spontaneity and use of lighting, and gave me a plum assignment to shoot advertising pictures for their Classic Pooh line of children's clothing. My career seemed to be taking off, but a week and a half later I gave birth to my daughter Gemma, and my world, and career, took several unexpected turns!"

"For me, 2004 was a time of transition," notes Devine. "Not only was I a new mother, I also made the transition to digital, acquiring a Nikon D100. I was enthralled by the instantaneous nature of the new medium, and I taught myself Photoshop and RAW file conversion. Pretty soon I was shooting captivating digital images of Gemma making her own transition from infancy to toddler-hood, and I was anxious to get some feedback. However, I was a little self-conscious about posting these images on my professional website. That's when I discovered Flickr, an interactive website with a user base broad enough to include both moms and professional photographers. However, to be on the safe side I posted my images of Gemma, who has become my main model, and other kids and pre-teens, under the 'nom de Net' of sesameellis. Pretty soon I was getting a trickle of favorable reactions that has steadily grown into a torrent. My Flickr stats are impressive: Well over 1,000,000 people have accessed my site, I get about 2,000 hits per day, and that's where major clients have found me! Especially gratifying are the comments I receive: 'Her photos are all the proof you need that she is a talent to behold...a photographic rock star', 'you have a gift of capturing children and life with beauty and grace', and best of all 'I learn so much from studying your work.'"

"In early 2006 there was another watershed event—I went from the Nikon D100 to the Nikon D200 and I am not looking back!" Devine exults. "I've always admired Nikons for their stamina, dependability, intuitive controls, and outstanding performance, but the D200 is truly awesome. Its large RAW buffer and rapid framing rate let me shoot high-resolution pictures of kids at their speed—lightning fast. And the ergonomic controls let you do everything without taking the camera down from your eye. It also delivers

gorgeous colors that are vibrant and realistic at the same time. With Nikon D200 images you don't have to enhance the colors in Photoshop, and that's fine with me—I'd rather be out taking pictures! The D200 is extremely solid yet light, and its metering system is exceptional, delivering accurate exposures even in bad light." A stellar example of all of the above, and of Rachel Devine's uncommon insight, is the Nikon D200 image shown here, a picture of her daughter Gemma puddle jumping in Cork, Ireland. Oblivious to the colorful attractions of the town behind her, Gemma is concentrating on what's important to her—the pure visceral pleasure of being in the moment—and miraculously, Devine has even managed to freeze her in mid-jump, capturing a sublime instant for eternity!

"Of course Nikon means more than great cameras—Nikon lenses and dedicated Speedlights are also extraordinary," observes Devine. "My favorite is the exquisitely sharp AF Micro-NIKKOR 60mm f/2.8D that delivers amazing performance at all distances. And since I favor prime lenses, I also shoot with the AF DC-NIKKOR 105mm f/2D, and still use the AF NIKKOR 50mm f/1.8D as well as the AF NIKKOR 85mm f/1.8 I acquired in 35mm days. As for zooms, the AF Zoom-NIKKOR 24-85mm f/2.8-4D IF is the perfect walk-around lens. You know I'm looking forward to getting the new Nikon D3 and an AF-S NIKKOR 24-70mm f/2.8 G ED lens to go with it, but I plan to keep my D200. As for Speedlights, I'm thrilled with my dedicated Nikon SB-600 because I'm a big fan of off-camera bounce flash and it gives me perfectly balanced wireless fill-flash exposures every time. It also lets me play with the levels to achieve perfect control—it's great! When I get my D3, I plan to add the SB-800, which is even more flexible and powerful."

Clearly, Rachel Devine is well on her way to becoming a successful pro. Her impressive list of clients includes Target, People Magazine, and Ford Models, and she's just added General Mills and Random House. "Advertising pays the bills, but my dream career is telling the true story of children's daily life in magazines." She will succeed at both, because her images transcend mere style—they embody her unique talent for capturing real life moments with uncommon insight and authenticity.



At the heart of the image™ 