

## ARTIST STATEMENT

*At Toad Hollow Photography, our love of Vancouver Island runs deep. From the friendly people who populate it to the vast and magnificent land and seascapes that reveal themselves around every corner, it is a place that once experienced can never be forgotten.*

*I had visited several times through my childhood, and when my mother became sick it was the only place that she wanted to be. Beckoned by the natural beauty and convinced of the healing powers of the fresh sea air, we relocated here when I was fourteen years old. We all came to have a lasting appreciation of the area as we explored together through my mother's eyes, and it quickly became home to me.*

*Just as my mother had opened my imagination to the wonders in the seemingly mundane, my father also played a pivotal role in my path to becoming a photographer. He and I were always close, and through my childhood he taught me about imagery and technology. We spent countless hours in our basement building computers and other electronics together, skills that later paved my way to a successful career in technology. An accountant by trade, my father's real love was always photography. He spent many happy hours documenting everything from Christmas mornings to family vacations, much to the chagrin of my sister and I who often found ourselves on the other side of his lens! Through the years he showed me the subtle art of capturing moments with the camera, and it quickly became my passion as well.*

*Inspired by both my mother's vision and my father's technical and photographic aptitude, when they passed away I was motivated to share the charm of Vancouver Island with others through my photography. As I developed my own personal style, I quickly came to realize the limitations of modern SLR photography and spent a year studying High Dynamic Range (HDR) processing techniques. These techniques allow the finer details to be seen that would otherwise be lost in the shadows. The result is an image that best reflects exactly what I see when taking the picture.*

*We are located in the scenic Cowichan Valley, and are actively involved in both our local and artistic communities. We are proud to work together with various individuals and organizations to bring awareness to many relevant issues. We are a regular contributing author to LightStalking, a prominent on-line publication, and have been featured in Shutterbug magazine, in addition to hosting a popular photoblog. We focus on local architecture, land and seascapes, historical sites and artifacts, and various other sorts of sundries uniquely Vancouver Island.*

*At Toad Hollow Photography, we strive to offer a truly unique perspective of life on the island that we are lucky enough to call home.*

*We sincerely hope that you enjoy our artwork.*

*Scott and Laurie Johnson*