



CAROL FREEMAN PHOTOGRAPHY

BIOGRAPHY



photo ©Leif Otto

Carol Freeman is one of the rare human beings who combines the gift of superb graphic design and photographic skills with the even greater gift of love and appreciation for the natural world. Carol's art is an extension of her affinity for the serene, healing aspects of the world around her. She sees with an artist's eye and feels with a naturalist's heart.

Photographing nature is Carol's true passion. Her images reflect her philosophy of finding beauty in all of nature. Her respect of nature has led her to create beautiful light-filled images with low-impact techniques that leave the habitat just as she found it. Her shots are all achieved without the use of flash, fill or tripod. **Carol Freeman Photography**, is sought out for photo assignments by a variety of clients. Projects range from photographing nature preserves, to creating products for fund raising. Carol has created a line of products showcasing her photography which include: calendars, posters, bookmarks, greeting cards, a postcard book, prints and more, with a percentage of proceeds going to fund her **Endangered Species Photography Project**. Her work is exhibited in galleries, published in school text books, and prized by private collectors.

Recently Carol founded a not-for-profit called **Team Green Environmental Network**, a 501(c)3 organization dedicated to environmental education that informs and motivates people to make the everyday choices to create a greener planet. Visit www.teamgreenweb.org for more information.

In 2004 Carol began **The Endangered Species Photography Project**. She hopes to photograph the nearly 500 threatened and endangered species in Illinois, and then to use the photographs to inspire people to save these species. Many of these photographs were featured in the January, 2007 issue of *Outdoor Illinois Magazine*, including her Barn Owl photo that appeared on the cover.

Her passion for the environment has led to some exciting collaborations with a variety of nature organizations. One wonderful project is working with **The Plants of Concern** to photograph their at-risk species. She also rolls up her sleeves and volunteers her time on weekends. From 2004-2007 she was a Commissioner on the Natural Resources Commission in Glenview.

She has been featured in dozens of publications, including: several best-selling books by Scott Kelby about Photoshop, *Canadian Geographic*, the *Audubon Wildflower Calendar*, *Better Homes & Gardens*, *Garden Design*, *Kew Magazine*, *Nikon World Magazine*,

Northshore Magazine, *Nature Photographer*, *Chicago Wilderness Magazine*, *Birds & Blooms*, and on the cover of *Illinois Now Magazine*. She was also recently featured in *The Costco Connection* and *Professional Photographer Magazine*. Many organizations use Carol's photography including The Nature Conservancy which has been sending Carol to photograph their sites since 1998. Lake Forest Openlands, Audubon, Openlands Project and others use her photographs in marketing materials. Chicago Wilderness commissioned Carol for a two year project documenting prescribed burns in the Chicago area. She also art-directed the award-winning *Chicago Wilderness Magazine* for 4 years.

Carol photographed 1,200 evaluation plants at The Chicago Botanic Garden for the creation of what is now the world's largest database of evaluation plants on the internet, at www.eplants.org.

Carol has the honor of being sponsored by Nikon, which uses her images in their ads and publications. She has been a member of the Fuji Photo Film USA Talent Team since 2000. Apple computer had Carol speak in their new store in Chicago about the ways she uses her Mac in her work. Carol teaches photography classes privately, as well as at the Chicago Botanic Garden, The Morton Arboretum, Olbrich Botanical Gardens in Madison Wisconsin, Lake Forest Openlands, and The Springbrook Nature Center.

Carol received a BFA from the University of Illinois, Champaign, in graphic design with a minor in photography in 1981. She continues to learn more about the environment by taking classes to earn a Naturalist certificate.

From 1990-2003 Carol owned and operated a successful graphic design company, **Freeman Design**. An exciting, innovative, environmentally aware, graphic design firm specializing in all forms of corporate communications, from logos to web sites.

Her designs and photos have won numerous awards, most recently her 2005 calendar was voted "*Best Calendar*" by the *Chicago Tribune*, she also won the Graphic Design USA award and the Summit award for her "*In Beauty, I Walk*" 2002 & 2003 calendars.

Carol is happiest when she's out in nature taking pictures; investigating prairies, wetlands and nature preserves; looking for endangered species; and finding new ways to make a difference. She can be reached at Carol Freeman Photography at 847-404-8508, Monday through Friday, 9am to 5pm. She welcomes all inquiries.