

A DAY IN THE LIFE OF HAWAII

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Dear Photographer,

I'm writing to invite you to work on a project that my partner, David Cohen, and I are in the process of organizing here in Hawaii. I'm an American freelance photographer and for the past ten years I've been working on assignments around the world for many magazines including Time, Newsweek, Fortune, and National Geographic.

In 1984, Hawaii will be celebrating it's 25th anniversary of statehood. Our idea is to create a special book for this Silver Jubilee celebration. To do this, we want to position fifty of the world's best photographers throughout the Hawaiian islands and to give each photographer the same 24-hour period to capture a typical Hawaiian day on film. The result of this 24-hour shoot will be a hardcover book to be titled "A Day in the Life of Hawaii" (DITLOHA for short).

Here's the deal. On Friday December 2, 1983 you will be asked to photograph a specific aspect of Hawaiian life. The aim of this project is not to make the definitive statement about Hawaii. Nor is the intention to concentrate on the rich, the famous or the powerful. Instead, you will be asked to apply your photographic skills to something even more challenging: to make extraordinary photographs of ordinary events.

We will be giving each of you a specific assignment, but you will also have the freedom to shoot whatever you discover by accident on the day - the assignment is just a starting point. All we ask is that you make great pictures.

If all goes well, the project will produce a large format hardcover book, a 24-hour television documentary, a calendar featuring the best photographs from the project and a travelling exhibit of photographic prints. DITLOHA will also involve a statewide photography contest.

Although this project has the personal support of the governor, the Hawaiian Visitor's Bureau, and a number of private companies, it is not a public relations exercise or a tourist promotion. Everyone supporting the project understands that you are journalists and they will have no special control over what you shoot or what ends up in the book. DITLOHA will give you an honest look at Hawaii, not just another book of pretty Hawaiian postcards.

For the same token there is no guarantee that every photographer will get a picture in the book. That depends on whether you have a good day on November 2nd.

at the time of the last
m. in advance

At the moment, the eight of us on staff are frantically putting the last things in place to make sure everything goes smoothly when you and the photographers arrive. If working with us on this crazy idea appeals to you, here are a few things you need to know and few things we need from you very quickly:

Biography: Don't be modest. We need as much information about your biography career as possible - awards, exhibits, books published, major magazine stories, etc. We would also appreciate a good photo of you - in black and white if possible.

Film: Eastman Kodak will be using this project to test their new professional Kodachrome films. We will supply you with 30 rolls of film (Kodachrome, Ektachrome or Tri-X). It would help us to know your requirements in advance.

Ground Transportation: If your assignment requires it, you will be provided with a rental car courtesy of Holiday rent-a-car.

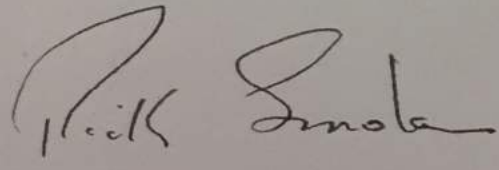
Insurance: Although we have liability insurance for everyone working on the project (i.e. if you drop your camera on the mayor's daughter's head, you are covered), we will not be able to insure you personally (i.e. if you fall into an active volcano, you are not covered). You must have your own life insurance.

Room mates: If you take advantage of the hotel rooms provided to you courtesy of Sheraton Hotels during your eight days in Oahu, you will share a twin room with a famous photographer at absolutely no extra charge.

Payment: All expenses including air and ground travel, meals and accommodations will be covered by us. You will be paid an honorarium of \$350 for the day's shooting. In addition you will receive an \$800 Radio Shack Model 100 lap portable computer and a free membership in the PHOTO-Net Network (a communications network for professional photographers).

We will be sending out more information to each photographer in the next few days but in the meantime, this letter is to ask if the idea interests you and if you will be able to join us. We hope you can make it.

Best regards,



Rick Smolan

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