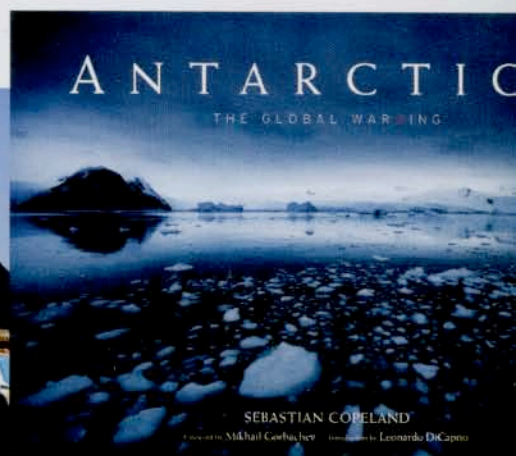




Picture THIS

Cheryl Woodcock, correspondent and producer for *Entertainment Tonight* and *The Insider*, reports: Top shutter-bug Sebastian Copeland has envisioned a bright green future.

CELEBRATED PHOTOGRAPHER Sebastian Copeland is one of the new breed of environmental activists. He is dashing in the way only a Brit can be.... Well, a Brit raised in France and now happily living in Los Angeles. He is a natural storyteller, and he speaks with passion, painting each story with the colorful and powerful imagery found in his stunning photography. His work has appeared in hundreds of publications worldwide, including *Vanity Fair*, *GQ*, *Marie Claire*, *The Face*, *Cosmopolitan*, and *Interview*, to name a few.



“The more clearly we can focus our attention on the wonders and realities of the universe about us, the less taste we shall have for destruction.” —RACHEL CARSON

Confidentially Yours

His celebrity portraits of Elijah Wood, Kate Bosworth, Philip Seymour Hoffman, Phil Collins, and Sandra Bullock capture the moods (whimsical, alluring, vulnerable) of his subjects while preserving that “thing” that defines each of them. A favorite subject is Copeland’s cousin, actor Orlando Bloom, with whom he shares familial physical traits: Both are handsome, lean, and graceful but with the kind of boyish earnestness that disarms and charms. Bloom, also a champ of the environment, joined his cousin on his most recent trip to Antarctica.

“Photographing in Antarctica was very exciting for me,” says Copeland. “A very privileged experience in that it truly felt like an adventure. It connected me with the part of my personality that thrives in these environments.”

Copeland’s youthful zeal underscores a steadfast and fervent desire to save the planet. On the board of directors for Global Green USA—a groundbreaking organization helmed by talented CEO and president Matt Petersen—Copeland is no pencil-pusher; he’s literally on the ground, in the air, and on the water. With a self-described “adrenaline addiction,” Copeland can’t stop moving. And whether ski-

ing, windsurfing, rock climbing, parachuting, or scuba diving, he’s never far from the edge. He applies this same enthusiasm to his work on behalf of Global Green USA. “It is a basic moral imperative for me to give back in the ways that I can,” he says.

One of the new generation of environmental champions, Copeland is not a flower child. He himself notes, “We are out of the tree-hugging business.” Indeed, he follows a somewhat countercultural approach to our relationship with the planet, but one shared by other great minds, including Rachel Carson, who is commonly referred to as the founder of the environmental movement in the United States.

Published in 1962, Carson’s earth-shattering book, *Silent Spring*, became an instant best seller and captured the attention of the nation. President Kennedy even mentioned *Silent Spring* in a press conference, indicating that it was a major factor in his administration’s exploration of pesticide use. Carson turned the conversation inside out. In an interview after its release she said, “I think [we are] challenged as mankind has never been challenged before, to prove our maturity and our mastery, not of nature, but of ourselves.”

Forty-five years after *Silent Spring* sprung, Copeland’s *Antarctica: The Global Warning* (Earth Aware Editions, \$55) heats up bookstore shelves nationwide. His book echoes Carson’s sentiments. He writes, “In truth, the attitude reflected by this general disconnection towards the environment is mostly a century old. Entitlement, which we inherited from the Age of Enlightenment, conditioned us to a superior approach towards nature. Reason, science, and empiricism placed mankind, or so he thought, at the top of the pecking order; the earth a subordinate to his needs.”

Copeland’s vivid and gorgeous imagery cap-

tures all that is mystical about Antarctica as well as conveying his artist’s sense of purpose.

“It’s been such a rich experience,” he says, “not to just see Antarctica but to photograph it and come back with images I could look at and feel that my own interpretations really celebrated that which I had seen.”

More important, perhaps, is Copeland’s desire to educate others about global warming.

“The book gets me in touch with the personal debt I have to future generations,” he says. “What I am hoping to accomplish with other people is to get them in touch with that as well.”

Copeland does contend that if each of us makes a choice to act, we can have a significant impact. “It’s really not that complicated,” he says. “It doesn’t really take that much to change our daily operations—to demand vehicles that consume less; to demand real political will from our elected officials. Change starts with one person at a time.”

Copeland has taken his art—his gift as a photographer—and elevated the conversation through storytelling. One can only hope that this visually and intellectually stunning book resonates with readers everywhere. *Antarctica: The Global Warning* celebrates the majestic and mysterious wonder that is our precious planet and illuminates the delicate balance of life. Perhaps it will, as Copeland hopes, motivate his fellow planetary roommates into action and thus buy us a little more goodwill from Mother Earth before she shuts off the water and turns off the lights.