

## Avis Mandel

*Avis Mandel Pictures, Napa Valley, California*



Award-winning photographer Avis Mandel has achieved success in both fine art and commercial photography.

Combining a degree in photojournalism and years studying dance and choreography have been instrumental in cultivating a skill for directing people, finding a unique vantage point, and capturing the dramatic moment.

Her corporate and industrial clients include many Fortune 500 companies, advertising agencies, and other enterprises including ATT Bell Labs, Arthur Anderson, Chicago Mercantile Exchange, Chicago Art Institute, Burston Marsteller, Bozell Worldwide, IBM, McDonald's Corporation, and Motorola. She has taken portraits of leading corporate officers and talents including the Princess Yasmin Aga Kan, Carlos Santana and Ronald McDonald.

With her commercial clientele well established, an interest in fine art photography began to emerge. The 1996 move from Chicago to Oakville, California enabled the pursuit of this interest. There her work earned her the name "photographer to the stars of Napa Valley."

Avis' Napa Valley clients have included Robert Mondavi, Mumm, the Disney Family's Silverado Vineyards, Quintessa, Oakville Winegrowers, and Wine Spectator, as well as smaller "cult wineries" such as Laird, Revanna, Swanson, Lancaster, and Venge, among others.

"The challenge of finding a new point of view for each client brought me to an artistic style that reflects the intimacy with color, texture and figure that guides my life. The Napa Valley is always inspiring. It provides a romantic mystery all the way from a close-up of the tiniest flowering grape to vast panoramas across the magnificent vineyards," says Avis.

