

# NikonNet and 'Legends Behind the Lens' Honor the Work of Photographer James Kay

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MELVILLE, N.Y., Jan. 6 /PRNewswire/ -- When it comes to finding the right lighting or point of view for a photograph in the great outdoors, you need to have a keen sense of what to look for and what to expect. This is especially true when shooting adventure sports, in which key moments can happen in an instant. If you're unsure of what's taking place or what your subjects are experiencing, you're almost certain to miss what Cartier-Bresson called "the decisive moment." Slip up, and the winning shot has passed you by.

It's a scenario that adventure and sports photographer James Kay avoids by relying on his personal experience of knowing his surroundings and being familiar with adventure sports. Indeed, James understands the decisive moment from both sides of the lens-as a former professional skier and as a pro Nikon shooter-and uses this knowledge to get into the mind of the sportsmen he is photographing. In short, he knows the next move his subjects are going to take. "It's vital to have an understanding of what's going to happen and why, and to be familiar with the tendencies of the people you're photographing."

This January, NikonNet's inspiring monthly "Legends Behind the Lens" honors the career, photographs and works of James Kay, renowned photographer of the great outdoors. "NikonNet is pleased to honor the images and daring career of James Kay in this January's 'Legends Behind the Lens'," said Tracy Mack-Jackson, Senior Manager of Internet Development and Programs at Nikon Inc. "James does the extraordinary -- he is not only a photographer, but a photographer that participates in the action that he is shooting. By skiing down a mountain to climbing the highest peak in New Zealand, James Kay is a true adventurer in photography."

James Kay began his love for the outdoors at the age of five when he first started skiing. Later on, James became a professional skier, during which time he noticed photographers at work and became fascinated with their art. He would also soon have a day job as an engineer, but decided to try out photography in his spare time. In the early 1980's James purchased a camera and began shooting. He sent the images he took of his skiing friends to the top ski magazines, and that began his career as an adventure and great outdoors photographer.

His images have appeared on the pages of National Geographic, Adventure, Sierra and Outside, as well as in other major adventure and outdoor magazines. His work has also been used in ads for companies such as American Airlines, Chase, Visa, Lucent Technologies and L.L. Bean. James serves as a professional advisor for Outdoor Photographer, and is committed to preserving the nature and wilderness of his favorite photography locations. Recently, James has begun to photograph landscapes, which is a natural progression he evolved into from his experiences with the great outdoors.

James Kay's love of the outdoors and adventure sports and his great ability to capture intense moments is what makes him January's "Legends Behind the Lens." To learn more about James Kay, log onto NikonNet's "Legends Behind the Lens" series at [www.nikonnet.com/legends](http://www.nikonnet.com/legends).

**About "Legends Behind the Lens"** - NikonNet's "Legends Behind the Lens" series aims to educate users and, in turn, breathe excitement into photography. Nikon has assembled a comprehensive and intriguing collection of artists to share their most incredible, challenging, emotional and exciting experiences on NikonNet.

This inspiring monthly program offers a behind-the-scenes look into the personalities and philosophies behind the world's greatest and most famous photographers. "Legends Behind the Lens" also offers portfolio galleries, with a new photo added each day of the month, as well as tips and tricks of the trade from featured professionals.

Past "Legends" in the series include Kevin Gilbert, Nancy Brown, Joe Buissink, Steven Weinberg, B. Moose Peterson, Eddie Adams, Jay Maisel and Howard Bingham.