

“Secrets of the South Coast”

Art Photography Book

by

Tommy Salmon and Shaun Whale



The South Coast of New South Wales is a place that abounds with magical beaches and unspoilt landscapes. It's a place where you don't have to look too far off the beaten track to uncover some of the country's best-kept natural secrets. From white sandy beaches and perfect surf breaks to lush rainforests and untamed mountains, the South Coast is guaranteed to ignite your sense of adventure and open up a new world of discovery.

We hope that the images will inspire you to take the time to explore the many wonderlands of the South Coast that are yearning to be discovered. It's pretty hard to believe when you are the only person standing on an unspoilt white-sand beach with not another soul in sight that you're only a couple of hours' drive from a capital city. While you might be only a couple of hours from Sydney, you are a million miles away from care.

Get yourself ready and make yourself comfortable because you're about to be taken on a journey through some of the most spectacular scenery this great southern land has to offer. Better still, put on your hiking boots and head outdoors to do some exploring of your own. You might find a South Coast secret of your own.

A love affair, intrigue & mystery, a large cash haul and a Treasure Map is not how you would describe your typical landscape photography book.



“the lost city”

The Love Affair

"Secrets of the South Coast", by Tommy Salmon and Shaun Whale blows away traditional boundaries and instantly engages the reader on a journey of mystery whilst passionately showcasing the often overlooked 'raw beauty' of the stunning South Coast of NSW, Australia

Whale's words bring to life the creation of each image, eloquently dished up in bite sized morsels leaving the reader exquisitely seeking page after page.

The captivating design of the book adds to the secrets theme allowing delicate glimpses of each location before the main image unfolds giving you the opportunity to notice in great detail, tiny parts to each photograph

Mystery & Intrigue

In a *Da Vinci* like code, clues to the actual locations of each of the images are hidden within the image, design and words creating a unique interaction with the reader and encouraging them to go out and explore for themselves.



“Mission Un-impossible”



“The Ampitheatre”

Cash

Adding incentive to the Secrets quest Tommy has put up \$10,000 to the first person to discover all 50 locations. Conditions apply.

Treasure Map

Not to keep our readers in suspense for too long Salmon Photography will release a “Secrets Treasure Map” disclosing all the *location jewels* on the close of the competition and allow the reader a chance to follow in Tom’s footsteps and maybe discover some jewels of their own.

This map will be published online and downloaded for **FREE**.

Tommy's unique technique - Lighting up the Landscape

Using only light Tom captures landscapes at their intricate best.

Any given landscape has elements that look better as the light changes throughout the day. The idea is to shoot the different parts of the landscape at different times of the day and only use the best sections in each part of the picture.

The camera would be set up for a day or two at some sites to allow for this and often sites visited multiple times.

What people are saying about Secrets of the South Coast?

Kiama Mayor Sandra McCarthy at the official launch said *“this would represent the region on both a National & International level”*

Kiama Launch Update. An exceptional response from the local South Coast community and many from outside the region saw the preview run of *Secrets of the South Coast* literally walk out the door. Capturing the essence of the region with stunning presentation, inspirational photography and captivating words within each frame Salmon and Whale caught their first glimpse of the emotive reaction to their work.

Greg Barton – Editor, Australian Traveller *Australia's Biggest Selling Travel Magazine*

“Tommy Salmon’s impressive first book is essentially a massive, 200-page pictorial love letter to one of his favourite surfing playgrounds, the NSW South Coast. He and writer Shaun Whale have taken a very clever approach in the structure of the beautifully oversized coffee table book, in that none of the locations for the striking images are ever revealed -- instead, they’ve left coded

visual and written clues to let readers decipher each mystery for themselves. It's an engaging approach that will surely make this the best promotional tool to come out of the region in some years. It's a gorgeous book, both in design and of course in the complexity and composition of the images themselves, and it elicits an immediate 'wow-factor' response that cannot be denied."

Images sure to Inspire An excerpt from the Milton Ulladulla Times by Stuart Carless

He set out to capture the beauty of the entire South Coast - from Wollongong to the Victorian border - for all to enjoy. "Nowhere was left out," he told the Times last week.

Rather than choose his own locations for his book, which features words by Shaun Whale, Salmon said he also talked with South Coast residents about their own special places and set out to capture them on film.

Facts

Secrets of the South Coast

Images by Tom Salmon and Words by Shaun Whale

Technical Details

Available in a white or black cover

Retail \$125

Postage & Handling anywhere in Australia \$25

Pages: 220

Size: 42 x 33 cm

Weight: 3.7kg

Paper Quality: 170 gsm on the finest hanoart matt artpaper.

Book Launch & Exhibitions

Book launch & exhibition dates both locally thru out the South Coast, Canberra and Sydney to be advised shortly on the website.

Book Purchases & Distribution

The book is available for purchase online and niche book stores detailed on our website.

www.secretsofthesouthcoast.com.au

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