

# Laurie Kratochvil

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## ■ STAFF POSITIONS

### **InStyle Magazine**, New York, NY

Director of Photography, 1994-2005

Founding Director of Photography for start-up celebrity lifestyle and fashion magazine published by Time Inc. Responsible for creating photographic style and direction of magazine; developed relationships with top-tier photographers in a diverse range of specialties including portraiture, fashion, beauty, architecture, food and still life; developed relationships with contributing stylists, hair, make-up, producers, casting, locations, etc.; established, maintained and functioned as department head for seven-person photo department; developed all systems and policies for photo department; served as an integral part of the magazine's creative planning team including originating story ideas, portfolio features, cover concepts and book excerpts; worked closely with Time Inc. departments including publicity, promotion, marketing, circulation and advertising on specific projects; oversaw visual direction of InStyle Special Editions and books, including WEDDINGS, HOME, THE LOOK, MAKEOVER and ELEMENTS OF STYLE; contributed to start-up of eight international InStyle editions; represented InStyle at industry events including ASME seminars, ICP President's Council, panel discussions, workshops and lectures.

### **Rolling Stone Magazine**, New York, NY

Director of Photography, 1982-1994

Director of Photography responsible for the initiation and execution of all photography for a biweekly popular culture magazine. Conceived and produced original photo essays and general editorial pieces on a regular basis. Functioned as part of the creative planning team responsible for all phases of editorial, including special and theme issues. Advised sister publications, MEN'S JOURNAL and US magazine, on cover and feature photography. Consulted on ancillary projects, including books, television programs, promotion, marketing and advertising.

### **California / New West Magazine**, Los Angeles, CA

Picture Editor

### **Los Angeles Times**, Los Angeles, CA

Photo Archivist

## ■ CONSULTING

### **Film Directors/Screenwriters**

Visual Concepts

### **Good Housekeeping Magazine**, Hearst Publications, New York, NY

Visual Consulting

### **Digital weekly magazines**, Nomad Editions, New York, NY

Director of Photography

### **Purpose Driven Magazine**, Readers Digest Special Editions, New York, NY

Director of Photography

### **Mens Health**, Rodale, New York, NY

Director of Photography

Was hired to oversee and refine cover imagery with an eye toward boosting newsstand sales which occurred during my tenure. Also hired and supervised a department of five, worked with agents, producers and stylists and introduced a new roster of high-profile photographers to the magazine.

### **Modern Maturity**, AARP, Washington, DC

Consulting Photo Editor (Special Project)

### **Think Magazine**, IBM, New York, NY

Photo Editor

### **Inspired Magazine**, Milton Glaser Associates, New York, NY

Photo Editor

### **Mirabella Magazine**, News America, New York, NY

Consulting Photo Editor

### **Self Magazine**, Conde Nast, New York, NY

Consulting Photo Editor

### **Wenner Media**, New York, NY

Conceived ideas for books and edited photography for projects, including *Rolling Stone: The Photographs* and *The Rolling Stone Book of Comedy*

### **Kill Publications**, New York, NY

Consulted with art director for *Seventeen* magazine on monthly photo assignments and development of new talent

### **Parade Magazine**, New York, NY

Consulted with art director and editors on photo assignments for a weekly newspaper supplement that reaches 40 million readers

### **Warner Brothers Pictures**, Burbank, CA

Researched projects for screenwriters

## ■ AWARDS

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National Magazine Award For Excellence In Photography  
National Magazine Award Nomination For Photography  
Communication Arts Citations  
New York Art Directors Club  
Society Of Publication Design Gold And Silver Awards  
Photo Magazine Design Gold Photo Award  
Graphis Photo Annual  
American Photography Annual  
Aiga Print Annual

## ■ BOOKS

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*What A Long Strange Trip It's Been*, Friendly Press, 1987  
*Rolling Stone: The Photographs*, Simon And Shuster, 1989  
*The Rolling Stone Comedy Book*, Little Brown, 1991  
*Africa – Herb Ritts*, Little Brown, 1994  
*Cyclops – Albert Watson*, Callaway / Bullfinch, 1994  
*Elements Of Style – Phillip Bloch*, Warner Books, 1998  
*Cuba, Picturing Change – E.Wright Ledbetter*, University Of New Mexico Press, 2002  
*Finding Grace*, Lynn Blodgett, Palace Press 2007  
*Mil Besos*, Ruven Afanador, Rizzoli 2009  
*Las Vegas – Strip Search*, Albert Watson, Blackwell /Chronicle Publishing 2010  
*Pearls – Tears Of The Sea*, Barbara Luisi, Bohlau Verlag: Vienna 2011  
*Clive Davis – Soundtrack Of My Life*, Simon and Schuster 2013  
*Identitie Now*, Peter Halpert, 2014  
*Angel Gitane*, Ruven Afanador, Rizzoli, Fall 2014

## ■ CURATED EXHIBITS

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Rolling Stone: The Photographs, A Travelling Exhibition In The Us And Canada, November 1989-April 1991  
Perpignan '92: Visa Pour L'image, France, September 1992  
25 Years Of Photography At Rolling Stone, Museum Of Photographic Art, San Diego, Ca, June-September 1993  
Perpignan '93: Visa Pour L'image, France, September 1993  
Perpignan '94: Visa Pour L'image, France, September 1994  
Instyle 5<sup>th</sup> Anniversary, A Travelling Exhibition In The Us , 1999-2000

## ■ PROFESSIONAL AFFILIATIONS

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American Society Of Magazine Editors  
American Society Of Media Photographers  
Women In Communications  
Photographers+Friends United Against Aids  
International Center For Photography, President's Council

## ■ CURRENT TEACHING

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International Center For Photography, New York, Ny  
Santa Fe Photographic Workshops, Santa Fe, Nm

*Additional information or recommendations will be furnished upon request*