

# Portrait of Patagonia

Futaleufú, Chile



A collaborative work by  
Liz McGregor & Alex Nicks



# Retrato de la Patagonia

Futaleufú, Chile



Un proyecto de  
Liz McGregor & Alex Nicks



## ➤ Book Proposal

To experience the Futaleufú River valley in Chilean Patagonia is to experience another time. To journey back to when life was more simple and felt more serene, more spacious; to a place where the daily rhythm comes from the river, the fields, the sky. This photographic journey takes you there and shares the simplicity, the solace and the vastness of this special place in Patagonia.

The legendary Futaleufú River valley is an ethereal mix of pristine nature, raw beauty, tradition and growth. Although best known for its raging whitewater river, the spectacular surrounding landscape and tight knit community of Futaleufú contribute to make this valley so very unique. Almost too beautiful to be believed, the colors — from the shocking turquoise blue waters to the deeply red hues of the earth — and the landscape are distinct. People from around the world come for the adventure and, as they tap into the rhythm of Patagonia, they linger and sometimes stay.



*Portrait of Patagonia – Futaleufú, Chile* is non-fiction photography book with a primary focus on spectacular digital images of the Futaleufú River and valley. The book also explores the life and people of the valley and town.

Generally, the text is in a subordinate role to the photography, but takes on a larger role with the personal portrait testimonies that illustrate and describe the culture, lives and personalities of local community members.



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## ➤ Mission

The ultimate goal of *Portrait of Patagonia – Futaleufú, Chile* is to create an emotional connection with the individual holding the book in their hands. And by way of that connection, instill a sense of caring and inspire a new relationship with the Futaleufú River Valley that may not have been there before.

When you connect emotionally, you are invested. And when the photos and the interviews throughout this book stir someone's heart or simply provides a positive feeling, interest occurs and a willingness to learn more is sparked. That small spark morphs into change in attitude and then action. And from there, you have newly engaged citizens that care.

This is the only book to be produced on the specific area in a professional manner, it is both high quality and unique. We hope this book inspires people to look deeper, gaze longer and connect with what is remote, untouched and rare . . . and protect it.

## ➤ Audience

According to the World Tourism Organization's "Global Report on Adventure Tourism", the adventure tourism industry grew by 195% between 2010 and 2015. Research shows that the desire to travel far and away is one of the most important goals for many and it can be a transformative experience that has great impact. *Portrait of Patagonia – Futaleufú, Chile* is aimed squarely at those individuals who have already traveled to and experienced Futaleufú and Chilean Patagonia and for those who wish to.



## ➤ Competition

Although there are a number of large format photography books dedicated to the area of South America known as “Patagonia”, none are specific to Futaleufú. Futaleufú is a world-class destination renowned for not only the whitewater, but for fly fishing, hiking, horseback riding and more. The Futaleufú is described as “famous” and is gaining in popularity each year. There are two self-published soft cover photography books that have been produced, but both have had minimal distribution and demonstrate low production quality.

## ➤ Shooting schedule

To date, we have the majority of principal photography completed. We will be in Chile for a final shoot in January 2018 and intend to capture the remaining portraits as well as some needed drone shots to be placed alongside archival aerial photographs.

## ➤ Book Format

*Portrait of Patagonia – Futaleufú, Chile* is 4-color throughout with approximately 100 digital images reproduced on thick recycled semi-gloss paper in a 124-page book with a trim size to be agreed upon with publisher.

## ➤ Delivery

Pre-flighted InDesign files with press-ready profiled CMYK digital images will be delivered on a mutually agreed-upon schedule.



## ➤ About the Creative Team

With over twenty five years of combined experience in film making, photography and physical time spent on the river and with the people of the Futaleufú River valley, Liz McGregor and Alex Nicks are ideally suited for this project.

### Liz McGregor

Liz's enduring interest in and love of Chile began as a NOLS semester student in Patagonia in 1991. She is proud of the long standing relationships she has forged throughout the south and specifically in the Futaleufú River valley. Her past work in Chile includes: Activities Coordinator at Hosteria Ecolé in Pucon, freelance Filmmaker documenting the changes in the far south and threats to the environment, Latin American Travel and Logistics Coordinator/Trip Leader/Guide for Bio Bio Expeditions Worldwide, initiating and co-organizing the South American debut of the Banff Mountain Film Festival World Tour in Chile in Santiago & Portillo, and now as Project Coordinator and Collaborator on the large format photography book, *Futaleufú – a journey through the lens*.

As BoonDocs Film & Video (an independent production company), Liz has produced public service announcements, environmental awareness videos (FutaFriends, RARE, Forest Ethics), promos (Bio Bio Expeditions Worldwide, Expediciones Chile, Centro de Aventura Futaleufú), short films (*Selling the Revolution*, *Concrete Jungle*) and documentaries including *Life of the River – the Futaleufú* (2001). Originally from Connecticut, Liz lives in coastal Maine and Chilean Patagonia with her family.



## ➤ About Creative Team, continued

### Alex Nicks

Alex is a well regarded and known photographer, videographer and whitewater adventure filmmaker, but he is perhaps better known as one of the best professional whitewater kayakers in the world. He is hands down one of the most expert rodeo kayakers. He has been kayaking the Futaleufú for over 15 years as a Trip Leader and Staff Videographer for Bio Bio Expeditions Worldwide.

Alex works regularly with National Geographic and John Bowermaster and has recently expanded his videography business into outdoor and extreme sports presentations and commentating. He has a series of action packed whitewater videos that yield an impressive cult following.

By way of his kayak, Alex has gained access to locations, and therefore photographs, that very few people have ever seen. Born and raised in England, Alex lives in Colorado with his wife.



# introduction

Please note:

the actual layout of these themes will be abstract...  
we aim to create scenes throughout the book and separate the  
scenes with individual portrait stories of community members

## 1. river

raging rapids

serene pools

fish

craft

## 2. valley and town

culture

cuisine

flora & fauna

## 3. portraits

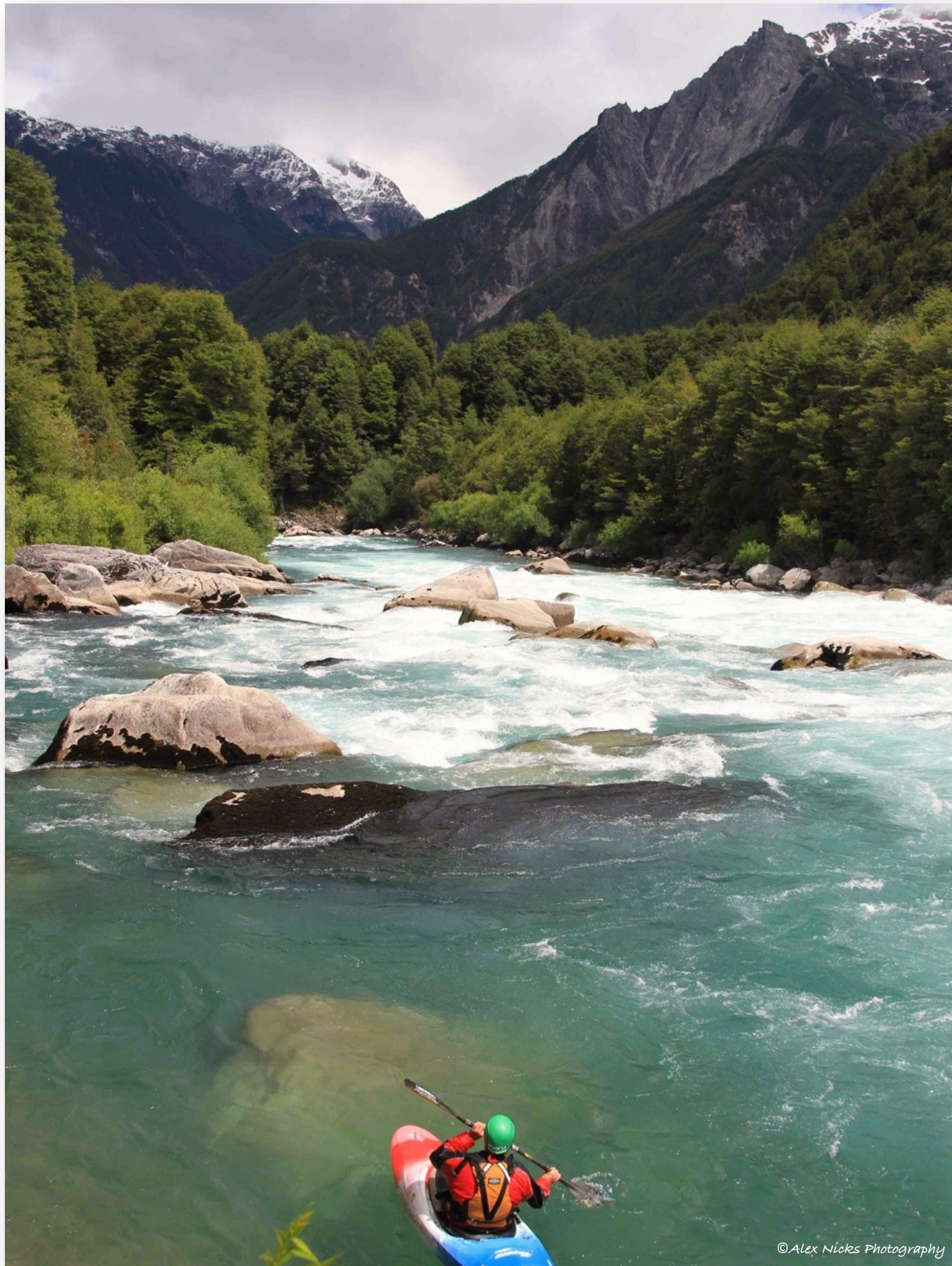
local

international

## 4. future

threats

growth















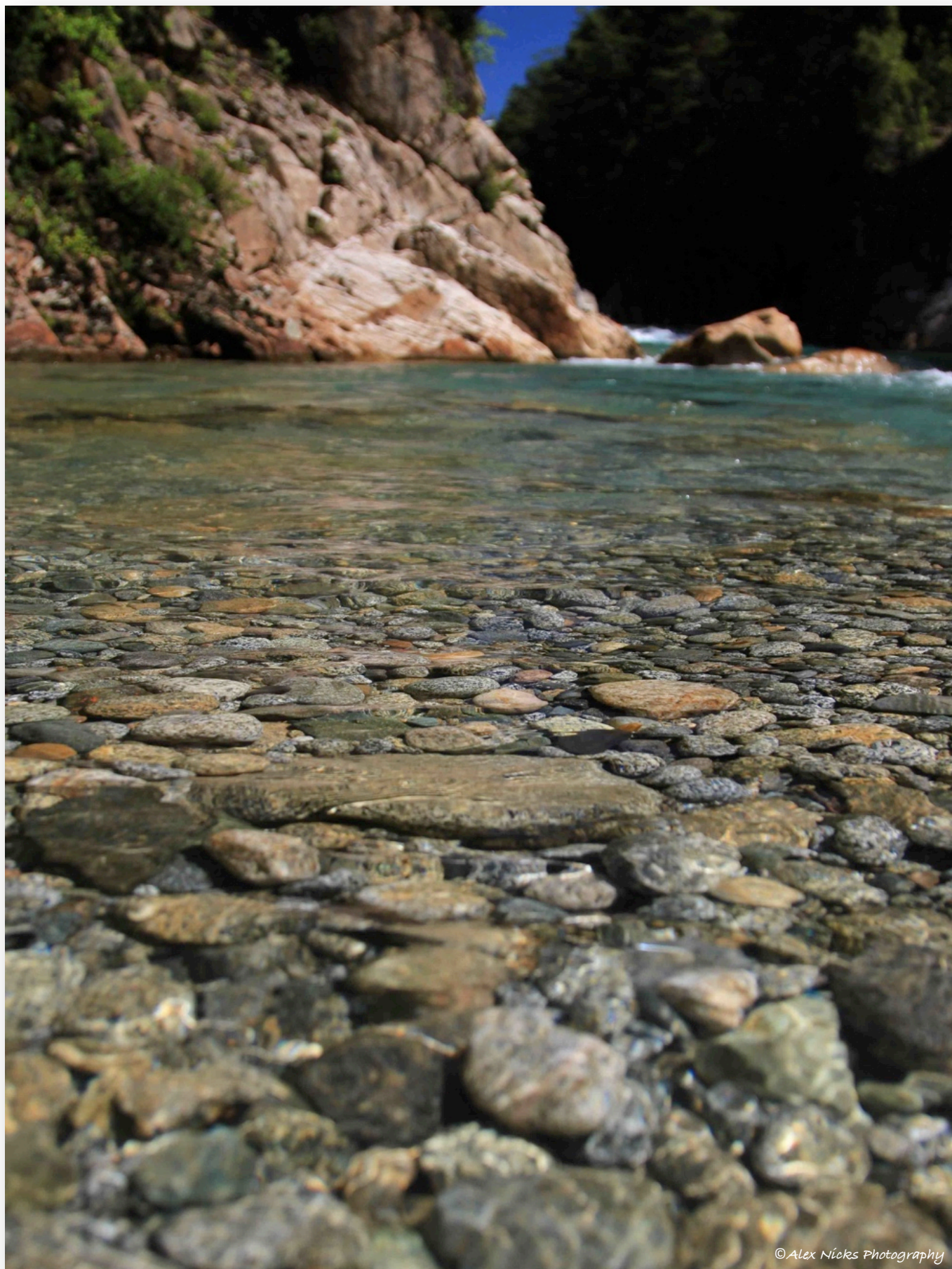
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Photo by Liz McGregor

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"I live here with my Aunt Nelli. She is like a mother to me. We have both lost most of our other family members, so we stick together. We don't have a lot, but we don't need a lot either. We have our animals and our farm. And we have a lot of friends; friends from all over the world who come here for the river and for the beautiful landscape. Every year, they come. They are our family too."

-Ximena Soto













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