

## **FOR IMMEDIATE RELEASE**

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### **Whitewater's Crossman Gallery to Host Vietnam Photography Exhibits and Vietnam Business Conference**

Milwaukee, WI—August 2, 2010—Two exhibits, reflecting four years of fine art photography work in Vietnam by Lawrence D'Attilio, will begin at Whitewater's Crossman Gallery September 7, 2010 and run through October 9. The multi-faceted show will present a unique view of Vietnam, its people, traditions and modern-day culture.

#### **Hanoi: A Portrait of a City**

In late 2006, D'Attilio began this project with the goal of exploring Hanoi from the native's point of view, visiting the city's elusive neighborhoods and seeking out its occupants. He immersed himself in the city deep enough and long enough to the point that he is often regarded as a fixture there.

Ultimately, it took 12 months of work over three years to learn the city and culture. The goal was that the resulting photographs characterized the real unsanitized Hanoi, and not the official tourist-oriented version. That type of goal cannot be met without significant, long-term exposure to everyday life. In this exhibit, D'Attilio captures this 1,000-year-old city's counterpoints of young and old, global aspirations and old traditions, socialism dancing with capitalism, and a rhythmic pulse of daily life much greater than most other cities. Filtering the busy life in the streets presents the possibility of a deeper understanding of this very dynamic city by focusing on details and moments that provide significant metaphors of the city's spirit and its challenges.

#### **Ha Giang, Vietnam—Ethnic Minorities and Water Issues**

This photographic work in progress has been ongoing since early 2010. Work done thus far explores the tribal people of the very mountainous Ha Giang Province on Vietnam's northern border with China. The exhibit looks at the local economy, which is poor, and how in many ways the living conditions have not changed much for many centuries despite the presence of electric power, satellite TV, and motorbikes. It also seeks to explore the beauty of the land that is an incentive for the ethnic minorities to stay there, despite a continuing struggle with seasonal water scarcities that threaten their agricultural livelihoods and challenge their very existence. As one of the contested areas when China invaded Vietnam in 1979, the Vietnamese consider it wise to keep the mountains inhabited with its citizens. Yet the water problems are ongoing. The exhibit explores this conflict and also the potential for water reservoir development in the region.

*Lawrence D'Attilio's photography work in Vietnam has been made possible with financial assistance from The Ford Foundation—Vietnam, The Underwood Foundation via an Anonymous Donor, The Underwood Foundation—Direct Grants, Dr. Thom R. Feroah—Individual Grant, and the Greater Milwaukee Foundation Mary L. Nohl Suitcase Fund.*

UW-Whitewater Crossman Gallery (**Center of the Arts, 950 West Main Street, Whitewater, WI**)

exhibits and Vietnam Economic Development Conference

September 7 through October 9, 2010. Opening reception September 7, 5:00 to 7:00 p.m.

Vietnam Economic and Cultural Development Conference (public invited), October 7, 2010, UW-Whitewater, 9:00 a.m. to 5:00 p.m., Whitewater, WI

UW-Whitewater's College of Business & Economics will present an all day conference on Vietnam for people interested in the evolving economic relationship between Vietnam and the United States. Presentations in the morning will discuss why Vietnam has become one of the most important nations for economic opportunities now. An afternoon session will consider the problems and solutions for doing business in Vietnam.

Speakers with personal and business experience in Vietnam will address the afternoon session to explore problems and solutions when doing business in that country.

The lunch keynote speaker will be photographer Lawrence D'Attilio, who will talk about the need for cultural understanding as a precursor for a successful Vietnam business model. The talk will cover the how to's for developing business by becoming an insider through constant contact with influential Vietnamese in the arts, industry, NGOs and government.