

Richard Weinstein.

Richard Weinstein is one of Australia's most prolific photographers. He is the eye behind many of this country's award-winning advertising campaigns.

His Sydney studio specialises in images for advertising, editorial and fine art, and each year they create new projects and exhibitions to inspire and challenge their own creativity.

Technology is in the most exciting phase of its history for image makers and artists but Richard never loses sight of traditional methods and techniques.

Australian Native Flowers is a series of botanic studies photographed using large format polaroid. The negative is dye-transferred on to Archers cotton paper to create a unique and original impression each time. Look out for these flowers around Sydney's parks and especially the Botanic Gardens in the CBD.

TOP RIGHT: *Actinotus helianthi* is commonly called **Flannel Flower** due to the soft woolly feel of the plant. It is endemic to Australia and has a natural range extending from central and south-eastern Queensland down to the south coast and western slopes of New South Wales.

BOTTOM RIGHT: Many people will be familiar with the New South Wales state floral emblem, the waratah (*Telopea speciosissima*). The **Waratah** is indigenous to the Sydney region and may be found in its natural state from the NSW Central Coast down to Batemans Bay on the NSW South Coast, and to the western slopes of the Great Dividing Range.

FAR RIGHT: The **Kangaroo Paw**, the floral emblem of Western Australia, is a member of the genus *Anigozanthus*. There are 11 species, all of which are endemic to southern WA.

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