



For Immediate Release

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Seneca Park Zoo Society and George Eastman House present
David Liittschwager: The World in One Cubic Foot

Photographer and environmentalist to speak at George Eastman House on August 20

Rochester, NY, August 17, 2015 — In collaboration with Seneca Park Zoo Society, George Eastman House will welcome David Liittschwager to the Dryden Theatre on Thursday, August 20 at 6 p.m. for a public lecture about his latest project, *The World in One Cubic Foot*.

This month, the Seneca Park Zoo Society and Liittschwager are leading a project assessing the biodiversity of the Genesee River, which was once considered one of the most polluted rivers in the United States. The project aims to raise awareness in our region regarding the health of the river. Through photographic documentation, species collection and identification, and DNA barcoding of the species found, a snapshot of the ecosystem that is the Genesee River will be taken, and shared with the region and the scientific community.

Liittschwager has been documenting the biodiversity of ecosystems around the world for more than a decade. He places a one-cubic-foot frame in nature and records everything that moves in and out of the cube within the equivalent of a 24-hour period. The result is a stunningly beautiful portrait of the rich biodiversity of one tiny piece of the world, whether in the rainforest in Costa Rica, in a treetop in Cape Town, in the coral reef, in Central Park, or now, in the Genesee River. Liittschwager is author of *A World in One Cubic Foot: Portraits of Biodiversity* and numerous other books of photography of endangered plants and animals. His work has also been featured in *National Geographic*.

“I learned of David’s work last fall and fell in love with the concept and his photographs,” said Pamela Reed Sanchez, Executive Director of the Seneca Park Zoo Society. “Environmental conservation is a pretty serious topic and for people who don’t know much about it, it can be intimidating as a subject. But when you introduce them to the concept of One Cubic Foot, they just smile and they get it.”

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Liittschwager's work in the Genesee River this summer is made possible by the Seneca Park Zoo Society, the Lost Bird Project, and the Max and Marian Farash Charitable Foundation.

The public lecture, in which Liittschwager will be discussing his project in the Genesee River, is free for members of George Eastman House and of Seneca Park Zoo Society. General admission is \$10 for non-members and \$5 for college students with a valid ID. For more information about *The World in One Cubic Foot* or the lecture, visit eastmanhouse.org or senecaparkzoo.org.

"We are proud of the collaborative efforts between George Eastman House and Seneca Park Zoo Society to bring David Liittschwager to Rochester," said Bruce Barnes, Ron and Donna Fielding Director, George Eastman House. "We look forward to future partnerships with our arts and cultural friends in Rochester, to continue to bring contemporary artists to our community."

About Seneca Park Zoo Society

Internationally, and in our own backyard, Seneca Park Zoo plays a key role in species survival. Chartered as an educational institution in 1957 by New York State, the Seneca Park Zoo Society plays an integral role in supporting Monroe County, the owners and operators of the Zoo. Together, we are working to bring animals back from the brink of extinction. For more information visit senecaparkzoo.org.

About George Eastman House

George Eastman House holds unparalleled collections, totaling more than four million objects, of photographs, motion pictures, cameras and technology, and photographically illustrated books. Established as an independent nonprofit institution in 1947, it is the world's oldest photography museum and third largest film archive in the United States. The museum is located in Rochester, NY, on the National Historic Landmark estate of George Eastman, the philanthropist and innovator behind popular photography and motion picture film. Learn more at eastmanhouse.org.

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Attn. Media: Promotional images from *The World in One Cubic Foot* can be downloaded here: <https://eastmanhouse.box.com/onecubicfoot>.