

IMAGE CONSCIOUS

BY TIM DOUGHERTY

IT'S ALL ABOUT STYLE for two Cal Poly graduates.

One takes exquisite photographs, the other uses them to design elegant printed materials.

In fact, the collaboration between **Chris Leschinsky (ART '95)** and **Bryan Bremer (GRC '02)** is largely responsible for the new look of *Cal Poly Magazine*.

They also share a more personal bond: Both are addicted to the thrill of riding waves up and down the Central Coast.

"I've been a dedicated surfer since age 14, which is why the subject shows up so frequently in my work," says Leschinsky, who has worked as a commercial photographer in the area since 2000.

You can see examples of his work in this and previous issues of *Cal Poly Magazine* (www.calpolynews.calpoly.edu/magazine/index.html), as well as on his Web site, www.chrisleschinsky.com.

After earning his degree, the Sonoma native spent four years assisting a major fashion and lifestyle photographer in San Francisco before returning to San Luis Obispo to strike out on his own.

As word of his prowess with both digital and medium-format film cameras has spread, Leschinsky has seen demand for his services skyrocket, and not just on the Central Coast.

The 36-year-old recently served as the official still photographer for the Independent Film Channel program "Dinner For Five" for nearly three years, snapping shots of showbiz types such as Alec Baldwin and Burt Reynolds.

For his part, Bremer has quietly established his bona fides as a senior designer at Kraftwerk Design, a high-end design firm in San Luis Obispo. The Central Coast native has been working there full time since January 2003, having joined the firm as a part-timer a year before.

In addition to the magazine you now hold in your hands, his design work includes issues of *Green Car Journal*, numerous wine labels and product packages for the Central Coast's booming wine industry. You can view more samples of his work at www.kraftwerkdesign.com.

"On a very basic level Chris and I understand how affecting imagery can be, particularly when it's presented in the proper context. I think that's one reason we work so well together. The surfing connection probably doesn't hurt either," he says. □

