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# UNEXPECTED: 30 Years Of Patagonia Catalog Photography



## Synopsis

From the peak of a mountain or the barrel of a wave, Patagonia has collected some of the most spectacular sports imagery in history. Relive the achievements captured in Patagonia's history, as well as the joie de vivre fostered by nurturing a relationship with the great outdoors. Unique for a business enterprise, Patagonia's catalog devotes fully half its space to nonselling editorial content; to environmental and sport essays and above all to extraordinary photographs of wild places and active pursuits for which the company makes its clothes. Since 1980, Patagonia has invited customers and wilderness photographers to submit their best, most unexpected shots of life outdoors; of alpine climbing, bouldering in the desert, skiing untracked bowls, surfing secret spots, ocean crossings, first kayak descents and travel in unfamiliar places. The photos have poured in ever since (current rate: 60,000 per year), some from the famous (John Russell, Galen Rowell), others from respected photographers (Corey Rich) who had their first work published in these pages. Jane Sievert and Jennifer Ridgeway, Patagonia's current and founding photo editor, respectively, have been calling and culling the shots for three decades. This is their compendium of the 100-plus most compelling photos Patagonia has published; and a celebration of wilderness and outdoor-sport photography as an art and a practice.

## Book Information

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Average Customer Review: 4.1 out of 5 stars See all reviews (11 customer reviews)

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## Customer Reviews

I must confess, I was unaware of the Patagonia brand prior to receiving this "documentary" photo book as a gift, so it also served as my introduction to the culture of the company. As an aspirational book for conquering the outdoors and appreciating what nature has to offer, this collection is

excellent. The imagery is stunning, and it is all the more compelling from being largely volunteer or "spec" photography, simply submitted by the incredible people who use Patagonia products. The short of it is this: I loved the imagery. It inspires me to seek out and explore the world. I've just sent off for my first Patagonia catalog...

Disappointed to find that the cover photo of this book is NOT the very cool photo shown of the young woman with one foot on the rock and a wonderful expression as shown to the left. It's of the photo posted here. Please update your cover photo on the website.

I love this book! I try to live my life so that if someone took pictures of what I was doing it could go in this book. I highly doubt any of these pictures are fake as one reviewer claimed. Amazing book. I recommend it to everyone who ever goes outside.

Bought this totally on a lark but after having used both Chouinard equipment and then Patagonia clothing for 40 years and drooling over their shots, I couldn't resist. Now, a year or so later, it's still a favourite book...well worth the small cost.

I have always cherished my original copy of this book, and loved that Lynn Hill graced the cover. A new copy of this book arrived & disappointingly had a different cover and no dust jacket. Sure, T-Rex is cool, but it's no Lynn Hill. It is also now titled "Unexpected: A Retrospective of Patagonia's Outdoor Photography"

For someone who is interested in understanding the philosophy and history of Patagonia, this book with its numerous beautifully captured Patagonia catalog pictures from over the years, is where you should start. Woven in are 5 short essays/articles by keystone members of the companies growth and photography collection. An informative, unique review of an outstanding company.

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