

FEATURE, SPECIAL

LESSONS ON PROFESSIONALISM, PERSISTENCE AND "ENDURANCE" FROM ARTIST THERESA ORTOLANI

Posted by **Roger Darnell** · [Leave a Comment](#)

endurance

THERESA ORTOLANI

Two years ago, I attended a publishing workshop hosted by Kiki Bauer, senior designer for [powerHouse Books](#), at the powerHouse Arena in Brooklyn. Six of us attended, each eager to discuss our very specific idea for a brilliantly conceived, beautiful and riveting coffee-table book like those famously published by powerHouse. Theresa, Lori, Brad, Debra, John-Michael and I all presented our pet projects to Kiki on that day, and I'll bet the rest of our classmates are as proud as I am to see that Theresa has persevered in seeing hers through, and getting it into print: **"Endurance" published by powerHouse Books, is now available for purchase.** In fact, the official launch party is happening at powerHouse Arena on Thurs., Dec. 3. More information on Theresa Ortolani, "Endurance" and this very cool upcoming event follow below.

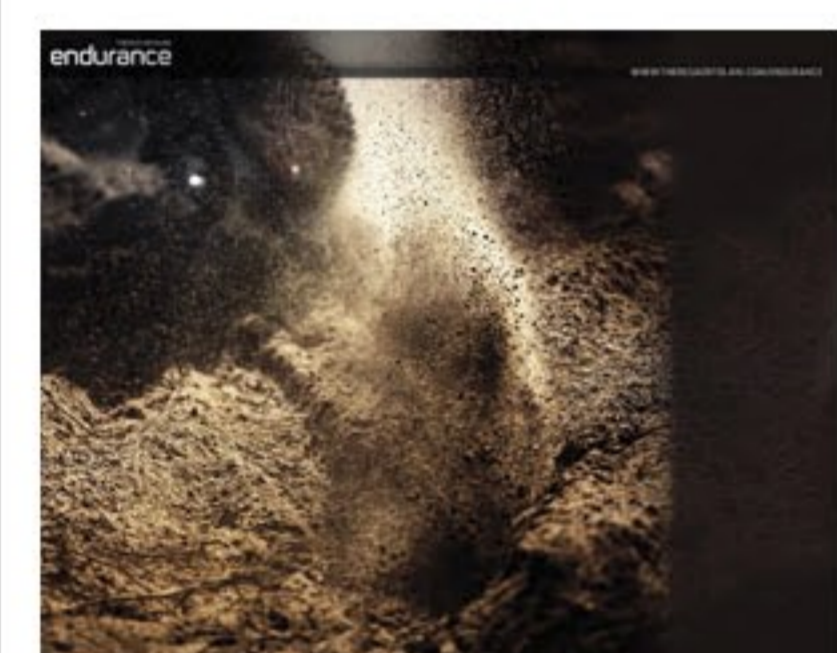


Nathan Kanney and Theresa Ortolani. Photo by Ryan Zimmerman.

Brooklyn-based photographer Theresa Ortolani is a BFA graduate from the School of Visual Arts at Boston University who earned the Sojourner Truth Fellowship for Graduate Studies in Fine Art Photography. She has developed and directed photography programs in conjunction with the Ansel Adams Center, the San Francisco Art Institute, NYU, and SUNY. When not dodging dirt bikes or setting stuntmen aflame for her upcoming release, "Don't Try This at Home," she spends time in New Paltz, NY.



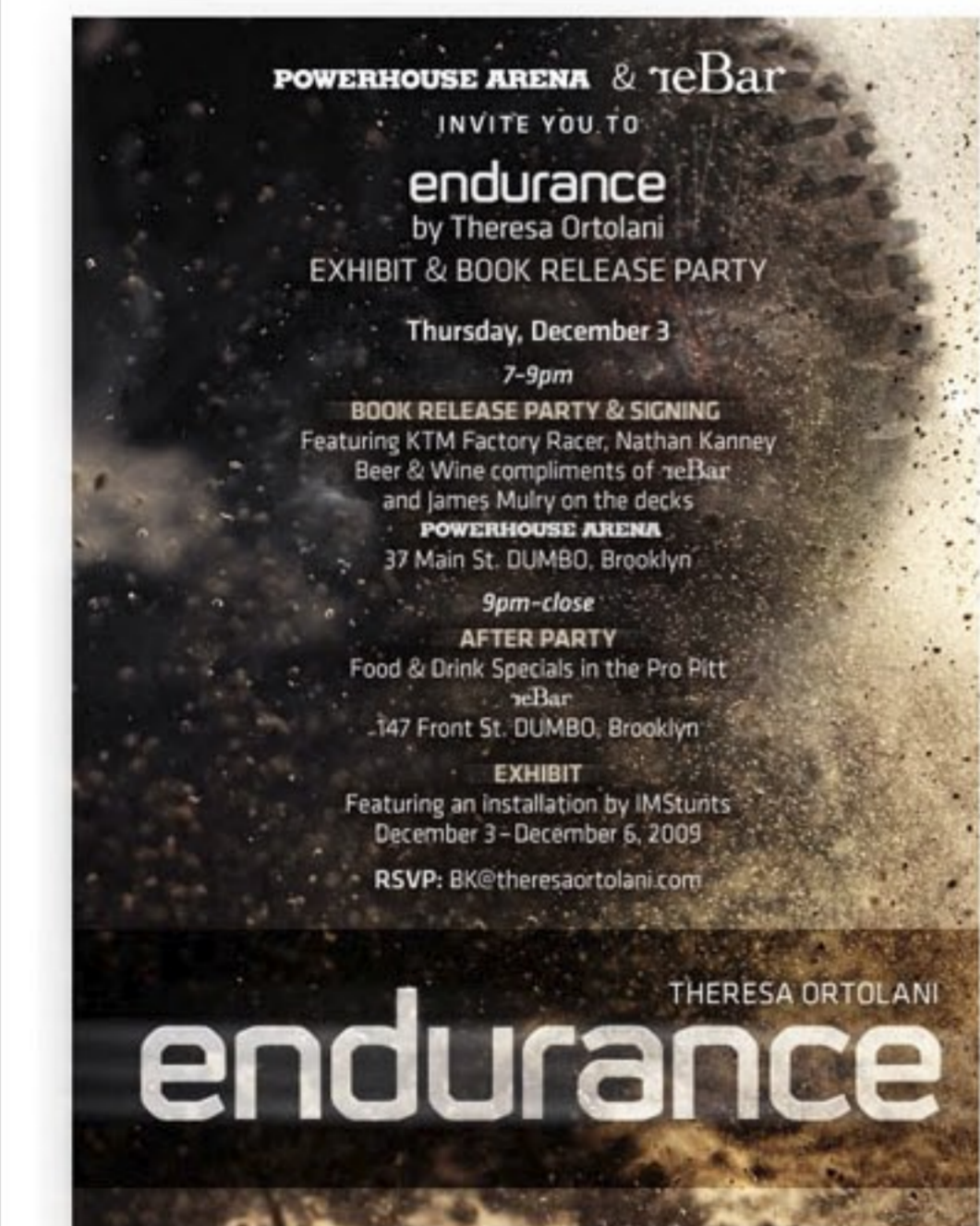
Nathan "Nate" Kanney, the main subject of "Endurance," crashed his dirt bike and ruptured his spleen during the 2004 International Six Days Enduro race in Poland, but kept on riding until he was pulled from the race and rushed to a local hospital for emergency surgery. Though he narrowly escaped with his life on that day, Kanney was undaunted in his quest. Theresa was on-hand two years later to capture Nate winning a Grand National Cross Country race as a privateer, where he rode against world champions riding bikes three times costlier than his. Over the three years that followed, Theresa traveled thousands of miles across the U.S. and Europe to document Nate's remarkable ascent from underdog privateer to Husqvarna and KTM Factory Team rider.



As you'll see if you visit the book's official website at www.TheresaOrtolani.com/Endurance, through Theresa's artistry, the high-adrenaline international sport of dirt bike racing is shown to be beautiful – and inescapably brutal. When she showed her images to Kiki and the rest of us in 2007, and told us about the project, her professionalism and talents were impressive, and so was her focus. Clearly, she found the right track to success in publishing what is obviously an amazing book.

Endurance is an 8.5 x 11, 160 page hardcover book with expertly crafted four-color photographs – featuring world champion off-road motorcycle legends, rising stars and celebrity announcers including: Nathan Kanney, David Knight, Travis Pastrana, Kailub Russell, Corey Buttrick, Homero Diaz, Ryan Mills, Anders Eriksson, Bartosz Oblucki, Ezra Dyer, Jerry Bernardo, Carrie Coombs Russell and Jason Weigandt.

"Ortolani applies an artist's eye to this unforgiving sport and the riders who pursue it, resulting in an unprecedented, behind-the-scenes window into this punishing competition." – Ezra Dyer
 "The same experiences we've poured out of our boots and tried in vain to relate to concerned family members come alive on the pages of Endurance, making it like no other moto-photo book I've seen." – Dan Paris, Direct Motocross
 "...the best off-road lifestyle photography I've seen. Theresa Ortolani has captured the essence of an off-road racer's pain and glory in a great looking, great reading book." – Jesse Ziegler, Dirt Rider 12/09



The powerHouse Arena and reBar are pleased to invite you to the launch party for the book and exhibition: **ENDURANCE: Down and Dirty Off-Road Racing** by Theresa Ortolani. Set for Thursday, Dec. 3, the book release party and signing at powerHouse Arena featuring Nate Kanney in attendance and James Mulry on the decks will be followed by an after party at reBar. A custom art installation by **IMStunts, Inc.** will debut that evening and stay on display at powerHouse Arena through Dec. 6. Please [click here to RSVP for the event](#), or by sending an email to BK@theresaortolani.com.

You can become a fan of the project on Facebook by visiting [this link](#).

Congratulations on your well earned success, Theresa, and thank you for showing us all how it's done.

Share / Save

Related posts:

1. [Honorable Murray Silver, on Rev. Martin Luther "Daddy" King, Senior](#) My dear friend, the Honorable Murray Silver, Esquire, was...
2. [Amazing marketing campaigns win 2009 AICP Next Awards](#) On June 9, I had the pleasure of attending...
3. [Proven social media marketing strategies, tactics and breakthrough ideas for the ad and film industries](#) This week I had the pleasure of attending a...
4. [Making it to the big-time....](#) "Keep our current clients happy while continuing to expand our..."
5. [We Are Plus relaunches, drives positive brand movement worldwide](#) Since first launching Plus et Plus in New York...

Related posts brought to you by [Yet Another Related Posts Plugin](#).

Team Red Bull/KTM's Nate Kanney takes the win at the 2008 Ironman GNCC in Crawfordsville, Indiana. More information is available online at www.kanney116.com.

Posted on 11.18.09 · Tagged with [Career](#), [Communications](#), [Content Production](#), [Entertainment](#), [Friends](#), [Important Events](#), [Inspiration](#), [Marketing](#), [Productivity](#), [Publishing](#), [Strategy](#), [Tips](#)

COMMENTS

Speak Your Mind

Tell us what you're thinking... and oh, if you want a pic to show with your comment, go get a [gravatar!](#)

Name (required)

Mail (will not be published) (required)

Website

Submit Comment

THE DARNELL WORKS AGENCY



SUBSCRIBE BY EMAIL

Enter your email address:

Subscribe

Delivered by [FeedBurner](#)

CLIENTS

- a52
- ATTIK
- Brand New School
- Elastic
- Further OPTIONS
- Rock Paper Scissors
- Shilo
- Tommy Ewasko: Imagemaker
- We Are Plus

RECENT POSTS

- Lessons on professionalism, persistence and "Endurance" from artist Theresa Ortolani
- Joining iParticipate.org in honoring Veterans today and tomorrow...
- Brought to you by deep love and appreciation for local libraries
- MVP of Communications: Your friend, Twitter
- Heroes of heroes: Damion Clayton
- Positivity, on the subject of climate change
- I'm all about learning, friending at the 2009 Boards Summit
- Proven social media marketing strategies, tactics and breakthrough ideas for the ad and film industries
- We Are Plus relaunches, drives positive brand movement worldwide
- Editors from "Stand Up to Cancer" broadcast earn Creative Arts Primetime Emmy
- Kevin McMahon: Thanks for the Documentary
- Irena Salina: Thanks for the Documentary
- Behind the lens with ATTIK's Simon Needham
- Earth Island Institute asks tomorrow's leaders, "What would Dave do?"
- Cause Marketing Case Study: MTV Networks International's "Burma Viral"

RECENT COMMENTS

- Red91 on Stardust designs for 2007 First Boards Awards... and delivers...
- Floost on Positivity, on the subject of climate change
- George on Shilo inspires Savannah College of Art & Design's Inspire 2009 event...
- Debt Settlement on International Women's Day 2009: Peter Gabriel's Ai Xiaoming video...
- dscogdude on Irena Salina: Thanks for the Documentary

CATEGORIES

- Feature
- Special
- Update

TAGS

- Advertising
- ATTIK awards
- Beta Cool Free
- Blogs
- Branding Business
- Career
- Communications
- Communities
- Conferences
- Content
- Production
- Creative Resources
- Design
- Education
- Entertainment
- Entrepreneurs
- Event Marketing
- Filmmaking
- Gaming
- Giving Back
- Graphic
- Design
- Green
- High Tech
- Human Rights
- Important Events
- Innovation
- Inspiration
- interactive
- advertising
- Marketing
- Media
- Relations
- Music
- Optimism
- Philanthropy
- Productivity
- Publishing
- Pundits
- Research
- Science
- Social
- Networking
- Stardust
- Strategy
- Talent
- Television
- Tips

LATEST

- Wishing everyone at tonight's AICP Show Chicago event -- #aicpchi09 -- a jolly good time. about 14 hours ago
- Lessons on professionalism, persistence and "Endurance" from artist Theresa Ortolani: <http://bit.ly/4GnNtC> 1 day ago
- Create a spot, promo or show open with stock ftg for a chance to win \$10k in cash & prizes in Studio's Stock Spot Fest: <http://bit.ly/sZr0D> 3 days ago
- Check out Master's Thesis on Vimeo! <http://vimeo.com/channels/bns> 6 days ago
- <http://twitter.com/RKDarnell>

LINKS

- The Darnell Works Agency
- Roger Darnell on LinkedIn
- On and Up: Creative Blog
- Facebook
- Flickr Photos
- YouTube Channel
- MySpace
- Technorati Profile
- DWA on Vimeo

20 FUN BLOGS

- Adages
- AdFreak
- AdLand
- AdRants
- Blogs at indieWIRE
- Boing Boing
- Creativity-Online
- Engadget
- I Like to Watch
- Risky Biz Blog at The Hollywood Reporter
- Secret Society of List Addicts
- Smashing Magazine
- Technotainment on Variety.com
- The New York Times – First Look
- The New York Times – Pogue's Posts
- The New York Times – Screens
- USA Today – Pop Candy
- Wordpress Development Blog
- WordPress Planet
- WordPress Plugins