

## Photographer's work in your wallet

# George Hunter's had a career that you can take to the bank

By MIKE TOTH  
Special

He calls Mississauga home, but as far as the big picture goes, the world is George Hunter's oyster.

Hunter is a photographer by profession. And a damn good one at that.

You're sure to have seen more than one of Hunter's pictures over the years. His low-level helicopter panoramic images of the prairie harvest fields have been widely published. Canada Post has used two of his aerial harvest scenes on postage stamps, honoring Saskatchewan's and Alberta's 75th anniversaries. Two other Hunter photos have also been used on stamps.

Others you might readily remember were on Canada's bank notes – one a fishing scene on the back of the old \$5 bill and the petrochemical plant on the discontinued \$10 bill.

During a career nearly five decades' long, Hunter's assignments have taken him to 105 countries. But since moving here from Toronto in 1980, he's always been glad to come home to Mississauga. This is where he lives and this is where he has his state-of-the-art studio.

"We looked everywhere for a place we wanted," Hunter recalls. "At the end, I decided Mississauga was logical. I never looked back and don't regret it."

At one stage in his photographic career, Hunter flew his own plane, but these days he is content to use the commercial airlines to travel to wherever his next assignment takes him.

His favorite place? No such thing really, he says, although he has developed a fondness for the Rocky Mountains' panoramic scenery, as well as Canada's east and west coasts and parts of the Arctic.

To be successful and to market your work, you have to shoot some old cliches, but "you also have to look for new places nobody ever photographed before," Hunter says.

At one stage in his career, he did a lot of corporate work involving public relations photography in the mining, oil, gas, forestry and manufacturing industries.

In earlier days, Hunter carried out assignments for Time Magazine, Fortune and National Geographic. Some of the largest picture spreads Time ever published were his features on "U.S. After Dark," (12 pages — still a record for the magazine), "Missouri River," "Colorado River" and "British Columbia."

## Mississauga's most interesting

# PEOPLE

Mississauga's George Hunter has been taking memorable photos for almost five decades.

More recently, he has specialized in work for the travel industry, making photographs for brochures published by airlines and travel wholesalers in several countries. He also makes photos for calendars handed out by service stations, real estate firms, banks, etc.

"Travel and stock photography, that's all I do now," says Hunter.

Half of his work is in stock photography, relying on his own initiative and distributing them to stock agencies who sell one-time reproduction rights to publishers and advertisers. There are currently 18 agencies in North America, Europe and Asia marketing his work.

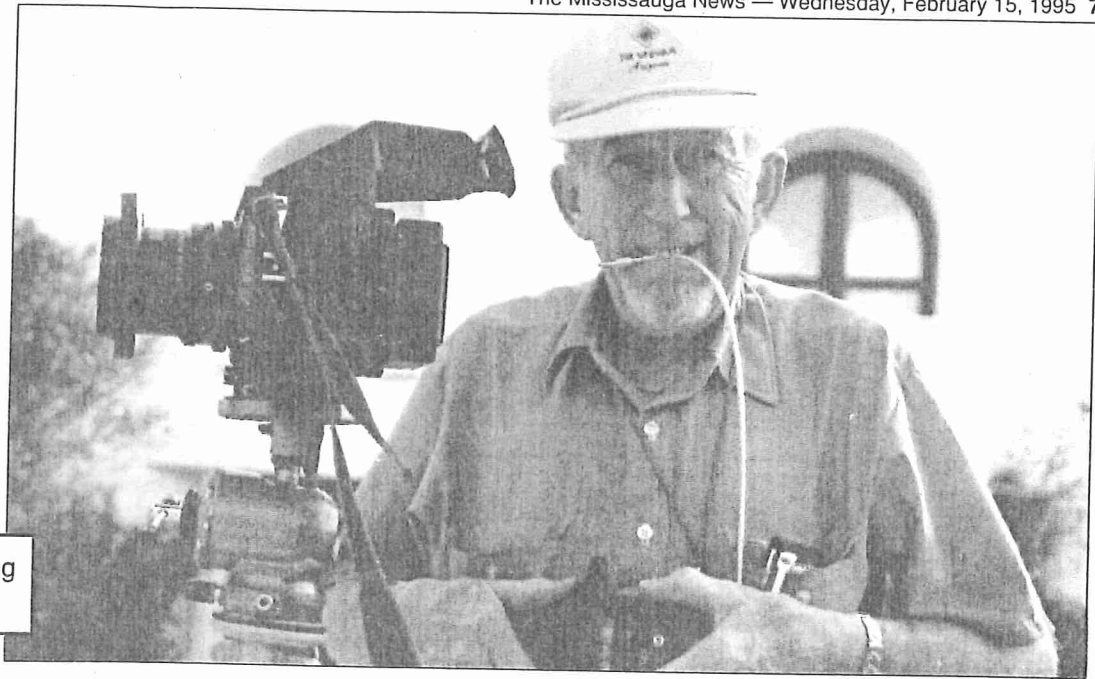
Hunter has trouble pinpointing his favorite of all his photos. The most widely reproduced are much easier to identify. The three subjects that have earned the most praise and money are London's Big Ben, Hawaii's Waikiki Beach with Diamond Head in the background and, above all, San Francisco's Golden Gate Bridge.

As testimony to his craft, Hunter was appointed to the Royal Canadian Academy of Arts in 1978, an honor normally extended only to artists.

Long before stock photography was in fashion, he had supplied photos for several world fairs – the Canada Pavilion at Brussels in '58; the Canadian, Ontario, Quebec and Western Canada pavilions at Expo '67 in Montreal; the Canadian Pavilion in Osaka in '70; and more recently, the Ontario and Air Canada pavilions at Expo '86 in Vancouver.

His exhibition of informal photographs of people from 50 countries, entitled "Peoples of Many Lands," sponsored by the Canadian Council and produced by the National Film Board, became a big tourist attraction in Ottawa during the summer of 1972.

How does he find his subjects? "Blind luck," says Hunter. "You always have to look, but a good picture just hits you over the head."



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