



Press Release - July, 9th 2010

Jean-Claude Uldry

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Jean-Claude Uldry loves beauty but the one that rimes with perfection. The fusion of Jean-Claude Uldry's both faces, - the creative and the technical one – has given rise to a new spirit in which instinct and inspiration, detailed care of forms and esthetic meet technology, means and methods of production, scientific calculi and material sciences. It is in this spirit that boundaries have been crossed and **an exhibition of prints was created underwater**: the Ustica sea, for a unique and magic experience, became populated with photographs of bright colored tropical fishes. However the emotions that Jean-Claude Uldry was able to convey were not only the result of this unique exhibition. Indeed, **from 1968 with photograph enlargements of 2 square meters** exhibited in dedicated spaces of 600 m2 in Spain during the "Submarine Photography World Championship", and of 1000 m2 in Milan for the "Sapere di Mare" exhibition he lead a large audience towards the discovery of the submarine marvels. The size and quality of these displays made them an unforgettable spectacle: the spectacle of nature itself. His "portraits" of fishes are much more than just pictures, as the technology used is the same than the one he uses to create photographs and advertizing for prominent international firms.

Perfectionist to the point of never being content with the products available on the market ... he has always felt the need to ameliorate them. **He thus spent years studying and developing essential products for the realization of submarine photographs** and films: pre-lenses, waterproof boxes, color monitors, lighting systems, articulated arms, buoyancy compensators; always with the goal to optimize underwater ergonomcy and precision. Many among the best professionals in the world still use his "inventions". Jean-Claude Uldry has been awarded with the prestigious **"Golden Trident 2010"** prize for the sector Technical and Technological Activities at the special occasion of the 50th anniversary of the INTERNATIONAL ACADEMIA OF SUBMARINE SCIENCES AND TECHNOLOGIES. In the golden book, his name will appear besides legends such as Jacques-Yves Cousteau, Jacques Piccard jr, Hannes Keller, Raimondo Bucher, Scott Carpenter, Jacques Mayol, and also Walt Disney.

A man without predefined labels, but with a focused career, guided by passion and commitment, Jean-Claude Uldry has given to the submarine world a complete new light: his light.

Press Photos: : <http://www.jumper.it/press/uldry.html>