



## **STUNNING NEW PHOTOGRAPHY BOOK DELIVERS A KNOCKOUT**

One of the nation's premiere photographers, Howard Schatz, tackles the sport of boxing in a way no one has before. His new book, born out of a six-year study and exploration, is a magnificent collection of fantastic and award-winning photographs and revealing interviews of boxing's current champions and key movers and shakers including promoters, managers, announcers, referees, judges and trainers. ***At The Fights: Inside the World of Professional Boxing*** (Sports Illustrated Books, November 13, 2012, Cloth; \$75.00; 224 pages; 320 photos; ISBN: 978-1-61893-005-7).

Schatz is a critically-acclaimed, award-winning photographer whose work has appeared in a wide range of publications including *SPORTS ILLUSTRATED*; *Vanity Fair*, *Harper's Bazaar*, *GQ*, *ESPN Magazine*, and *TIME*. His work is also represented in galleries and museums worldwide. He is one of the most prolific photographers of our time. He has now turned his eye to professional boxing. ***At The Fights***, his 19<sup>th</sup> book, captures the great champions with breath-taking images that will fascinate not only sports fans, but those who value original, cutting-edge photography and fine art.

The breadth of his dynamic work ranges from sports, to fashion, to breathtaking underwater images of dancers. His portraiture includes everyone from Hollywood celebrities, to his iconic study of the homeless. His special passion is the study and choreography of the human body in action.

*At The Fights* features 70 champion boxers -- current, recent and legendary including:

- The insightful words and stunning images of modern-day gladiators, in the ring and in Schatz's studio, including Manny Pacquiao, Andre Ward, Sergio Martinez, Bernard Hopkins, Tim Bradley and Wladimir Klitschko.
- Unique portraits of the most respected and well-known trainers, judges, referees, promoters and managers, physicians, commissioners/presidents, writers and ringside commentators.
- Insightful commentary from 50+ boxing experts, culled from interviews totaling 500,000 words.
- Unique studio portraits of Muhammad Ali, Sugar Ray Leonard, and Mike Tyson.
- Last looks at recently deceased renowned ring writer Bert Sugar and legendary champion Smokin' Joe Frazier.
- Dynamic ringside action shots from recent championship bouts.
- The unique body art of many of the fighters and the messages scripted on their skin.
- A stroboscopic shot that captures the speed and incredible footwork of middleweight Sergio Martinez in a single frame.
- A 7-foot long gatefold featuring scores of modern-day champions.

**-more-**

“The sports photographer is a hunter who prepares well and waits for the moment of action – I am a studio photographer, I prepare and work to make a moment,” said Schatz. “I attempt to create something that hasn’t been seen before.”



**Tim Bradley**

On average, Schatz shot over 1,000 photographs during each studio sitting, which adds up to well over 100,000 images taken to produce a book of 300+ award-winning images. The book grew out of Schatz’s intense curiosity about boxing and his passion for sports. His work documents the sport at its highest level. In the hundreds of hours spent interviewing and photographing those who live and die with the action in and out of the ring, he learned about winning, training, courage, determination, taking a hit, and getting up when down.

Schatz reveals: “When I was working on my book, *Athlete*, I saw how different boxers are from all other athletes. The courage to box is beyond

anything I can understand. It is fascinating.”

Schatz’s probing lens seeks to reveal the boxer – tenaciously and courageously exploring where his heart led him. The over 70 featured individuals share heartfelt, honest and philosophical insights on the sport, their careers, and their approach to the sport.

Schatz seems to be an unlikely person to have created this book. Photography is the second career for this self-taught artist. For 23 years, prior to taking up photography professionally full time, he was an internationally renowned retina specialist and Clinical Professor of Ophthalmology at the University of California Medical Center in San Francisco.

“I was trained, even programmed, to abhor any human activity that damages the brain -- so the journey in the world of boxing has not been an easy one,” notes Schatz. “No other athletes endure and accept what fighters accept: the risk of serious, physical injury and permanent damage caused by opponents whose careers are advanced by inducing a comatose state -- often brief, sometimes irrecoverable -- in their opponents. I am awed by their courage and inspired by their boundless heart.”

Jim Lampley, HBO’s leading boxing TV announcer, in a heart-felt introduction sums up the nature of boxing with this: “Only in the ring do you lose a little every time you win.”

In the largest gathering of today’s living champions in one book - and one of the biggest collections of photographs documenting the sport as no other book has – *At The Fights*, above all else, presents a collective voice coupled with fantastic art shining a rare spotlight on those who live the “sweet science.”

-----  
***AT THE FIGHTS: Inside the World of Professional Boxing***  
**By Howard Schatz**

**Publication Date:** November 13, 2012  
**Format:** Cloth / 224 pages  
**ISBN-13:** 978-1-61893-005-7

**Publisher:** Sports Illustrated Books  
**List Price:** \$75.00

***To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:***

*Stefanie Rosenblum* – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)  
*Andrew Palladino* – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)  
*Brianne Beers* – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)





## **ABOUT HOWARD SCHATZ** **Photographer & Author of** **AT THE FIGHTS**

It is one thing to have one career as a world-renowned specialist, but it is quite rare to become world-renowned in a second career, in a totally different field.

For 23 years Howard Schatz was an internationally respected retina specialist, researcher, medical textbook writer, and Clinical Professor at the University of California Medical Center in San Francisco. Born in Chicago, he moved to San Francisco after completing his medical and surgical retina fellowship at Johns Hopkins Medical Center. In 1995 he left San Francisco for New York to pursue a career in photography. Since he left medicine he has become recognized as one of the most accomplished, prolific, and award-winning photographers of the past 15 years.

For more information, please visit [www.HowardSchatz.com](http://www.HowardSchatz.com).

**Photography:** His photographs have appeared in countless publications. *Vanity Fair*, *ESPN Magazine* and *Sports Illustrated* have published his work regularly. He has done covers for *Newsweek*, *Sports Illustrated*, *New York Magazine*, *Time*, *US News & World Report*. *The Ring Magazine* has used his photographs on a half-dozen covers. His work has also appeared in *GQ*, *Vogue*, *Italian Vogue*, *Harpers Bazaar*, *Forbes*, *Elle*, "O" *The Oprah Magazine*, *Scientific American*, *Dance Magazine*, and many others. He has photographed many prominent individuals, including: Colin Firth, Geoffrey Rush, Jane Lynch, Michael Douglas, Pierce Brosnan, Ricky Gervais, Sissy Spacek, Robin Williams, Pele, David Beckham, Albert Pujols, Ichiro Suzuki, Muhammed Ali, Alonzo Mourning, Serena Williams, George Steinbrenner, Barbara Boxer, Nancy Pelosi, Condoleezza Rice, and Mikhail Baryshnikov. His commercial clients include Adidas, Ralph Lauren, Nike, SONY, Mercedes-Benz, Escada, Virgin Records, and McDonalds among dozens of others.

**Books:** *At The Fights* (*Sports Illustrated*) is his 19<sup>TH</sup> book of photography. *WITH child*, his 18<sup>th</sup> book, is the result of almost 20 years of photographing the stunning landscape of a woman's body in the last two weeks of pregnancy. His intense focus on the study of structure, contour and physique has also resulted in four remarkable monographs illustrating the body's power, rhythm, motion, beauty and shape: *Athlete*, *Passion & Line*, *Nude Body Nude*, and *Body Knots*. For *In Character: Actors Acting*, Schatz photographed 100 actors of stage, screen and television, directing them in one-on-one improvisation. Schatz is also known internationally for his unique imagery of dancers underwater. *H2O*, Schatz's 17<sup>th</sup> book of photographs, was the third in his series of explorations of imagery made on, over and underwater. This monograph, along with *WaterDance* and *Pool Light*, showcases Schatz's breathtaking underwater photography and his visionary celebration of movement and form.

**Awards:** He has won almost every prestigious award in his field, a sampling from last two years include, American Photo: Image of the Year 2010; Photographer of the Year 2011 (Prix de la Photographie, Paris); Graphis: 100 Best in Photography in 2011; PXIII International Gold Awards in Portraiture; and 2011 National Press Photographers Association Award (1<sup>st</sup> place).

**Media:** He has been interviewed by, or featured in, over 100 media outlets, including: *Today Show*, *CNN*, *Discovery Channel*, *NPR Weekend Edition*, *Entertainment Tonight*, *The New York Times*, *Associated Press*, *LA Times*, *People*, *Entertainment Weekly*, *LIFE* and *Sports Illustrated*. Numerous art and photography publications including *American Photo*, *ARTnews*, *Black & White*, *LensWork Quarterly* and *Forum* have featured him as well.

**Exhibitions:** His work has been exhibited in galleries and museums across the globe, including Italy, Ireland, Korea, Switzerland, Sweden, Canada, Germany, Ukraine, Netherlands, Argentina, Belgium, Japan and Austria. Across the United States his work has been displayed in New York City, San Francisco, Chicago, Honolulu, Los Angeles, Detroit, Louisville, Denver, Seattle, and Portland, ME.

**Collaboration:** Each of Schatz's nineteen books is the result of a unique collaboration with award-winning executive producer and senior editor Beverly Ornstein, his wife and business partner. Together they live and work in New York.

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

Stefanie Rosenblum – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)

Andrew Palladino – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)

Brianne Beers – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)

**SELECTED EXCERPTS FROM**  
**AT THE FIGHTS**  
By **HOWARD SCHATZ**

“It’s only natural to assume from a distance that people win fights because they are bigger, faster, more savage, physically dominant. At the developmental stage of the sport that is certainly true, but once a fighter has arrived at the big fight level, it becomes about the whole person. Boxing is about pretty much everything that has happened from the moment you were born until whatever got you into this moment. You bring into that ring a collective experience, and then that collective experience is going to be refracted through a million little moments in the fight in such a way as to show us who you are.” -- **Jim Lampley**, HBO TV Announcer



**Mike Tyson**

“I’m a predator. I use the word predator because I actually study my opponent. I study my opponent’s parents and children. I study everything about him, and by studying him and knowing myself, out of a thousand battles, I’ll know the results. When you think of boxing, at first stage of boxing, the infantile stage, you win only because you are stronger. Then there’s another tier, and the second stage that you win because you maybe have more endurance, you might be tougher. One stage you won because you were stronger, one stage you won because you were tougher, then it comes to top stage, the apex stage of the boxing game, that you only win because you are smarter. You watch the guy moving, you are tough enough to endure. You see the bigger picture; you may give up rounds for the bigger picture. Everybody wins differently. When it’s done magnificently, it’s just hard not to love.” -- **Mike Tyson**, Retired Champion

“I was kidnapped in Uganda by the Lord’s Resistance Army when I was six. They fed me and clothed me and forced me to fight in the war. This rebel group was killing, torturing, to overthrow the UNLA. When I was in the army I went to school a little bit. There were all kinds of sports for us as child soldiers in our school. In the army I used to get hit a lot just doing things that I wasn’t supposed to do, so it was really easy getting hit in boxing. I just want to live good, ask my fans out there to just love me, make me climb the ladder and keep me on top. When money goes in the pocket, half of it is going to Africa to help those people.” -- **Kassim Ouma**, Middleweight

“In boxing, you can’t call timeout and have somebody come in and substitute for you, when you win, you win on your own. When you lose, you have nobody to blame. The one-on-one aspect of boxing is what I love. When the final bell rings, and your hands in the air, and you walk out of that ring, you know that you did it yourself.” -- **Kelly Pavlik**, Middleweight



**Kelly Pavlik**

“The business side of boxing sucks. You have the boxer, who is the show. The fight doesn’t go on without the fighter. The promoter, nobody’s paying to see the promoter, nobody’s paying to see the manager, nobody’s paying to see the trainer. They’re paying to see the fighter. But the fighter can’t work without the promoter, manager and trainer. But the manager and promoter – especially a promoter most of the time – treats the fighter like you need him, when he needs you. And the promoters try to take more money than they’re supposed to. That takes the fun out of it, and that makes the business side really bad. I’ve seen a lot of fighters, very good, could be world champions, could’ve been superstars, get discouraged because they didn’t feel they were getting treated properly, so they left.” -- **Steve Cunningham**, Cruiserweight

“I love boxing. If you are in love with a dangerous woman, it’s very exciting. But because you know the facts about that woman doesn’t make you stop loving her. That’s how boxing is with me.” -- **Nigel Collins**, Boxing analyst, ESPN, former editor-in-chief of The Ring magazine

“There is no other sport that’s more unforgiving, and it’s not just unforgiving for the fighter it’s unforgiving for the promoter or the manager. A guy can be a superstar, then in the count of 10 he’s nothing. You know you can go from the heavyweight championship of the world to being virtually nothing. You can be a media darling, televised by HBO or Showtime, then one bad night, can change everything. In any other sport, you can have a bad year, and that doesn’t necessarily change your career, you can have a very bad stretch, boxing, you can have a bad three minutes, and your life changes and the promoter’s life changes.” -- **Lou DiBella**, Promoter

“You lose one fight in boxing, and the whole world is scratching their heads saying, this guy is not what we thought he was. Your pay scale goes down from one loss. Promoters have the right to release you if you lose one time. Basketball players, baseball players, these guys sign multimillion-dollar contracts before they’re proven. In boxing, we don’t start making multimillions until we have proved ourselves time and time and time and time again.” -- **Andre Ward**, Super Middleweight



**Manny Pacquiao**

“My style as a ref is active. I try to stay out of the action. I try to let the fighters fight, if they’re going to fight. I do not particularly like too much holding-it takes away from the whole sport of boxing, plus the fighting in general-and I think that I try to enforce the rules, probably better than most. I try to move all the time, because if you’re in one place more than three seconds, you are two seconds too long; you should be moving, you should never be stationary in a position in a fight, because you’re missing something that’s about to happen, you don’t have a good angle; most times, the fighters are never in the same place for three seconds. In my mind, I want to protect the fighter and make sure that he doesn’t get damaged severely on my watch. If a guy is losing, has no chance to win, he’s shot, I’m stopping the fight. I don’t care whether he like it or not.” -- **Eddie Cotton**, Referee

“The good thing about boxing is if you really don’t know who you are, you are going to find out in that ring.”

-- **Andre Berto**, Welterweight

“If you’re a good promoter you have the ability to restrain yourself from going too fast, because if you think the guy is great, which you do, and you think he can beat anybody and you push him ahead too quick that destroys it or there is a countertendency where you become so protective that you do not allow him to spread his wings, and you match him with one stiff after another, and therefore he learns nothing and so, when the fateful day comes, where he is in a real fight, he cannot perform because he does not know how. There is a fine line. You really have to know what you’re doing.” -- **Bob Arum**, Promoter

“I think most of the time you win the fight before you come into the ring. It’s going to be the decisions and the communications and the thing we do before we go in there that’s going to determine if we’re going to win this fight. When we’re training boxers, we can give you the information, we can help you out, but when you step in that ring, we have to step back, and it’s going to be on you to do what you need to do. When you come back to the corner, we’ll try to spruce you up. But it’s still going to be him and you.” -- **Naazim Richardson**, Trainer

“The boxer is similar to the diabetic – similar to the smoker. You know you have diabetes, but you keep eating those sweets. And you know you have heart disease, but you keep smoking. Boxers that think about getting hurt are never going to get anywhere. They won’t get anywhere. They’ll find some reason to stop boxing. The ones that can suppress that, the ones that can say, “I know I’m going to be injured, but that’s not important to me at this point in time. I like the limelight, I like the sport. I like the money that I’m getting from it. I like the energy. I like the feeling.” They don’t want to even think about that negative side, because they’re so focused on the positive. The minute the guy starts thinking about all the negatives, he’s no longer going to be an effective fighter.”

-- **Gerard Varlotta**, Ringside Physician

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

**Stefanie Rosenblum** – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)

**Andrew Palladino** – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)

**Brianne Beers** – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)



## **FROM PHYSICIAN TO *PHOTOGRAPHER* THE PROFESSIONAL TRANSFORMATION OF HOWARD SCHATZ**

Howard Schatz, an internationally known, critically-acclaimed, and award-winning professional photographer, is one of the most prolific artists of our time. And, photography is his second career.

Until his dramatic mid-life change, he was one of the most respected retina specialists in the world. His medical career is impressive. He's the author of seven medical textbooks and over 100 scientific papers and has given hundreds of lectures in his specialty around the world. His resume as an artist is equally impressive. His work has been published in nineteen lavish coffee table books and his images are featured regularly in major magazines, including *Vanity Fair*, *Sports Illustrated* and *O*.

He has photographed Hollywood's elite, including Ben Kingsley, Michael Douglas, Robin Williams, Geoffrey Rush, and Colin Firth, as well as all-star athletes, such as Albert Pujols, Serena Williams, Muhammad Ali, and David Beckham. From Condoleezza Rice to Nancy Pelosi to George Steinbrenner – to pregnant women and their newborns, the homeless, fashion models, and dancers, Schatz's lens has captured many aspects of the human form. His work has been displayed globally in museums and art galleries and featured by major news media. His commercial work for Ralph Lauren RLX, Escada, Sergio Tacchini, Nike, Reebok, Wolford, Etienne Aigner, Sony, Adidas, Finlandia Vodka, MGM Grand Hotel, Virgin Records, Gatorade, McDonalds, AT&T, Mercedes-Benz and dozens of other leading companies has been viewed by millions.

In 1987, he began making photographs seriously, devoting one full day a week to photography, converting his dining room into a studio. He purchased professional camera equipment and strobe lights and initially focused on making beautiful portraits. His commercial work grew and his photographic studies of newborns, dancers, and his ground-breaking underwater imagery were published in books to great acclaim. By 1995, at the urging of his wife, Beverly Ornstein, he took a one-year sabbatical from medicine, moved from San Francisco to New York City – and never looked back.

His thriving practice in San Francisco and clinical professorship at the University of California Medical Center in San Francisco were traded for a camera and a dark room. In 1995, the Chicago-born doctor-turned – artist moved to a studio in SoHo in New York City.

"In medicine, a physician needs to get it exactly right; in photography, one can experiment and make mistakes and do a shot over many times. This is one of the major differences between science and art and requires a very different method of thinking and frame of mind, said Schatz. "

Does he miss writing scientific research papers and textbooks and caring for patients? "I love the passionate pursuit of making images, just as I loved medicine, research, scientific writing and caring for patients," says Schatz.

And of the inner conflict he has about being a doctor who now is a photographer of a sport that many consider barbaric? "*At The Fights* humanizes and personalizes boxers" says Schatz. "Boxers – far different from any other athlete – reveal a level of courage as well as vulnerability. My hope is that the photographs in *AT THE FIGHTS* capture the humanity behind the gloves." Schatz has traded in his medical scrubs for a camera; his commitment to treating others with dignity and respect has never wavered, as a physician or as a photographer.

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

**Stefanie Rosenblum – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)**

**Andrew Palladino – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)**

**Brianne Beers – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)**



***PRAISE FOR THE BOOKS OF***  
**HOWARD SCHATZ**

*"Incomparable photographer."*  
**The Today Show**

*"Tremendous."*  
**Good Morning America**

*"Schatz explores the human form in all its amazing potential."*  
**Washington Post**

*"Guaranteed to burn up the coffee table."*  
**The New York Times**

*"These photographs, most in black and white, are pure form at the peak of movement..."*  
**Garrett News Service**

*"He defies the limits of earthly reality."*  
**Life Magazine**

*"You can't mess with this photo collection."*  
**USA Today**

*"A far cry from Grandma's snapshots."*  
**Entertainment Weekly**

*"Schatz's watery visions take us out of our daily routine."*  
**San Francisco Examiner**

*"This coffee-table book to me serves up one arresting photo after another."*  
**Variety**

*"Schatz is the epitome of a modern master."*  
**Digital Photo Pro**

*It's as fun to read as it is to look through."*  
**Los Angeles Times**

*"Schatz makes photographic love to the perfection of the human body."*  
**Chicago Sun-Times**

*"This is a visual stunner."*  
**Photo Insider**

*"A wonderful and elegant book... magnificent."*  
**The New York Times Magazine**

*"Stunning."*  
**Copley News Service**

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

Stefanie Rosenblum – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)

Andrew Palladino – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)

Brianne Beers – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)



## **TESTIMONIALS FOR AT THE FIGHTS** **By HOWARD SCHATZ**

*“Howard Schatz looks at fighters and sees the drama in their characters. He brings a sense of wonder and awe to boxing that enlivens all his photographs, and invites us into a new appreciation of a world of pain, passion and perseverance.”*

**– Jim Lampley, HBO World Championship Boxing**

*“The union of Howard Schatz’s unique vision with the intensity and ferocity of boxing makes for one of the most compelling photojournalistic efforts ever!”*

**– Ken Hershman, President of HBO Sports**

*“Howard Schatz has redefined the boxing photograph. His work is powerful, breathtaking and strikingly original. And the words that accompany his images suggest his ear is just as finely tuned as his eye. Boxing and boxers give artists tons to work with, and Schatz has taken as much advantage as anyone who’s come before him. At The Fights is remarkable.”*

**– Steve Farhood, Boxing Analyst for Showtime and former editor of *The Ring* magazine**

*“Howard Schatz peers into the heart and soul of boxing. I’m proud to be in his rogues gallery of noncombatants.”*

**– Larry Merchant, HBO World Championship Boxing**

*“At The Fights is one of boxing’s most eagerly anticipated pictorial works in years. And it lives up to its promise.”*

**– Thomas Hauser, Writer**

*“Professional boxing is a photo-friendly sport, and Howard Schatz excels in this art form. He is playing a significant role in making the pictorial history of this great sport.”*

**--Steve Smoger, Professional Referee**

*“Alluring, intriguing, and, above all, supremely original. Schatz’s photographic presentation of the Sweet Science and the colorful characters that personify the often ambiguous sport illuminate boxing as a compelling work of art. The boxing faithful are fortunate for his keen eye.”*

**– Chris DeBlasio, Vice President, Sports Communications, Showtime Networks Inc.**

*“Howard has brought to life through his camera the identities of people we previously knew only by their stature in the sport. Now we can see the fighters, from miniflyweights to heavyweights, and identify them by their likenesses in Schatz’s fabulous book. After you read At The Fights you will be eager to see the next fight on HBO, because then Harold Lederman will be more than just “Lederman’s Scorecard.” Schatz has worked for years to bring us, through his lens, closer to all the movers and shakers in the game, and it is a must have for anyone interested in the pugilistic world. At The Fights has given me a stool in the neutral corner.”*

**– Harold Lederman, HBO World Championship Boxing**

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

*Stefanie Rosenblum – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)*

*Andrew Palladino – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)*

*Brianne Beers – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)*





## **SUGGESTED QUESTIONS FOR HOWARD SCHATZ**

1. What was the genesis for *At The Fights*?
2. You started out life in a totally different career. How did you become a photographer?
3. Is there an inner conflict about being a doctor and photographer and then glamorizing a spectacle that many consider to be barbaric?
4. Who are some of the most interesting people you have previously photographed and what made them so interesting?
5. How would you describe the style of photography featured in *At The Fights*?
6. What were the unique challenges to doing *At The Fights*?
7. Your method of working is different than other photographers. Can you describe how a photo session works with you?
8. Without giving away your trade secrets on techniques, explain how you transform a moment or an athlete into a work of art.
9. What did it feel like to be around men like Ali and Tyson in your studio, one on one?
10. Was there an amazing story that was shared with you by a boxer?
11. What did you learn about the men who go to battle in the ring, risking their body and career each time?
12. You spent a lot of time with those who are surrounded by the world of boxing -- promoters, trainers, referees, TV announcers, sports writers, etc. What insights did you gain from talking to those who never put on the gloves?
13. After interviewing hundreds of people involved in boxing, was there one insight that was especially keen and mind-blowing.
14. How do you feel your photos capture what draws people to the sport?
15. Why did you choose to focus on studio shots rather than shots of the fighters in action in the ring?
16. One photo shows six competing boxers with their game-faces on. The next photo shows the six of them together and smiling. How hard was it to get these fighters together without them wanting to throw down?
17. A number of your photos highlight the tattoos of the boxers. When you photograph their body art, how do you reinterpret that in the context of their image as an athlete?
18. What is the difference in talking with and photographing retired champions versus active fighters?
19. Was there one emotion, one shot you tried to achieve – with one fighter or even all of them – that you simply weren't able to capture?
20. What makes a photograph great?

**To schedule an interview with Howard Schatz, please contact MEDIA CONNECT:**

**Stefanie Rosenblum – 212-715-1692 / [Stefanie.Rosenblum@FinnPartners.com](mailto:Stefanie.Rosenblum@FinnPartners.com)**

**Andrew Palladino – 212-715-1576 / [Andrew.Palladino@FinnPartners.com](mailto:Andrew.Palladino@FinnPartners.com)**

**Brianne Beers – 212-593-6467 / [Brianne.Beers@FinnPartners.com](mailto:Brianne.Beers@FinnPartners.com)**