

CONTENTS

VOLUME XXVIII

ISSUE 3

MARCH 2008

ON OUR COVER: A full moon rises as anti-monarchy rioters clash with police in Bhaktapur, Nepal, in December 2007, 20 months after King Gyanendra dissolved parliament and assumed direct rule over the country. This image is by Sokol, one of the new and emerging photographers selected for this year's PDN's 30.

PDN's 30 Gallery begins on page 49.

THIS PAGE: A fashion image by photographer Graeme Haggart, one of this year's PDN's 30, page 49.

14 PDNews

Photo editor and blogger Rob Haggart on why editorial photography must change; Mona Reeder of the *Dallas Morning News* illustrates Texas's grimmest statistics.
BY DARYL LANG AND DAVID WALKER

FEATURES

33 Environmental Illnesses Haunt Some Who Covered 9/11

Journalists exposed to World Trade Center dust and smoke report the same health problems as rescue workers.
BY DARYL LANG

37 Funny Thing About Richard Kalvar

The photographer Gilles Peress calls "Flaubert with a camera" may finally be getting his due.
BY EDGAR ALLEN BEEM

PDN'S 30

49 PDN's 30 Gallery Section

For the tenth year in a row, we present our choice of new and emerging photographers to watch.

82 PDN's 30 At 10

Nine past PDN's 30 photographers—one for each year—tells us what they've done since they were showcased in PDN.
BY EDGAR ALLEN BEEM

CREATE

98 Behind The Lens

New ads for Kohler, healthy chips, the land of beef and services for seniors.
EDITED BY REUEL GOLDEN AND DARYL LANG

100 The Final Cut

In these budget-conscious times, both art buyers and photographers are reconciling themselves to the role cost consultants play.
BY AARON BARR

104 Spotlight: Andrew Lok

The creative director of Ogilvy Greater China on the state of advertising in China.
BY REUEL GOLDEN

106 Touch of Class: The Truck Stops Here

For a Visa ad, Gloss Post Production outfitted a tailgate party with its own football stadium.
STORY BY HAL STUCKER

110 Right Stuff: Thayer Allyson Gowdy's Life Style

The lifestyle, fashion, beauty and kid photographer found a way to promote each of her many bodies of work in a cohesive campaign.
BY MINDY CHARSKI

PDN, PHOTO DISTRICT NEWS (USPS): 549-030 (ISSN): 1045-8158 IS PUBLISHED MONTHLY FOR \$65 PER YEAR BY NIELSEN BUSINESS MEDIA, 770 BROOKHOLM BL., NEW YORK, NY 10003. © 2008 NIELSEN BUSINESS MEDIA. PERIODICAL POSTAGE PAID AT NEW YORK, NY, AND ADDITIONAL MAILING OFFICES. POSTMASTER: PLEASE SEND ADDRESS CHANGES TO PDN, PHOTO DISTRICT NEWS, P.O. BOX 3595, NORTHBROOK, IL 60065-3595. CANADIAN POST MAIL AGREEMENT NO: 40031729 RETURN UNDELIVERABLE CANADIAN ADDRESSES TO DHL GLOBAL MAIL, 7496 BATH RD #2, MISSISSAUGA, ONTARIO, L4R 1A9.