

LARETTA HOUSTON BIOGRAPHY



Laretta Houston is recognized among her peers to add a new dimension to photography. Her photos have been internationally critically acclaimed, and are the primary perpetrators to have launched some of today's more recognized top fashion models. No matter who is on the receiving end of her message, this eloquent shutterbug keeps a quite and private life and allows her photos serve as her voice. This Atlanta artist has focused her lens on a variety of projects that tantalize visually even the shrewdest of consumers. Added to her list of accolades is a photo she shot which graces the cover of a newly released author whose publisher sought Laretta's talent out all the way from Japan.

Houston however proud of her industry milestones, shares with the pro's that her greater accomplishments are those done for organizations that are dear to her heart. The recently launched line of expression wear, which combines clothing and Laretta's photos, serve as a form to generate funds for her local *Boys & Girls Club*. The collaboration of Houston's photos with other artists in a benefit viewing for *Innocence Atlanta* attracted thousands and help generate donations that has enabled the organization continue its efforts to rescue young children out of the bondage of sex slavery. Her very own non profit that helps those family members of women who have survived breast cancer called *I helped her Survive*, has also served as a pool of energy for her to draw and come back with even more unique concepts. Her clients have seen the benefits of her giving nature. It especially comes through in her work and helps shake things up a bit, particularly when the commercial gets to passé.

This Filipino born photographer has recently made several sabbatical trips to her home country. In an effort to draw ideas for her photo essays and pump money in to the local economy, she imports images that even evoke locals in a small town like Flowery Branch, Georgia now want to learn more about the Philipians and travel there.

In 1992, she settled in Atlanta, and began her pursuit of a degree in Graphic Design. Her degree in Multimedia & Web Design from the Art Institute of Atlanta was bestowed upon her in 2001. This accomplishment served as a key to open a limitless door of opportunities of which she has benefit by working closely with a variety of companies. These companies sought her talent as both a logo and web designer. You can see a sample of her work on www.larettahouston.com.

Currently, Laretta has received numerous awards for her photography like "Postcards of Atlanta" put on by ACP (Atlanta Celebrates Photography); her work has been incorporated into the media strategies including Hip Hop recording artist Lupe Fiasco, Click Model Agency out of Atlanta and shooting models from several large modeling agencies such as Ford Models, Boss Models, Red Models and Identities in New York City. You can also see her work in "OBVIOUS Magazine" spring 2008 first issue. You can experience amuse-bouche* of her work to wet your visual pallet in her online art

gallery soon to be launched in spring. The website can be viewed at www.larettahoustongallery.com.

For more information on Laretta Houston please log onto www.larettahouston.com. Should you have a project that requires a keen and creative eye that would lure consumers to the point of “I gotta have it” contacting Larretta Houston Photography is a must to ensure triumphant campaign. The confidence in the success of her work is gleaned by her happy and returning clients.

(Tiny bite size morsel served before the hors d'oeuvre or 1st course of a meal and used to serve excitement for taste buds.)