



Michael Grecco is an award-winning internationally renowned director and photographer of celebrity portraits, advertising and editorial commissions, private collections and fine art.

One of the most respected and sought after visual storytellers in the world, his conceptual vision and signature dramatic lighting create distinctive images that are evocative, sophisticated and comedic. Grecco has been shooting iconic portraits of the most recognized entertainment stars such as Steven Spielberg, Martin Scorsese, Will Ferrell and Penelope Cruz.

Known not only for his high-concept imagery and his ability to light like no other, Grecco is also valued for his innate ability to connect with each subject to bring out surprising nuance and a conceptual twist that makes even the most recognizable faces intriguing and fresh. Photographing intimate portraits of celebrities, boxers, rappers, scientists, and business leaders, Grecco's images captivate our attention and imagination. Thus he delivers on every aspect of his client's vision, satisfying the most recognized brands including Apple, Blue Cross/Blue Shield, Direct TV, and Pfizer.

On the pulse point of cutting edge technology and innovation, Grecco is a regarded expert and celebrated speaker on creativity, photography and his signature lighting and directorial technique worldwide. As a Hasselblad Master he is a sought after trainer, traveling the globe speaking and leading informative and hands on workshops.

His provocative documentary movie and accompanying book *Naked Ambition* has earned critical acclaim. His award winning still images are published the world over in magazines such as *Esquire*, *Vanity Fair*, *Rolling Stone* and *Time*.

Grecco is often referred to as the Master of Lighting. He is the author of the best-selling photographer's guidebook "Lighting and the Dramatic Portrait: The Art of Celebrity and Editorial Photography", which is now available as an eBook. His lectures on photography are popular and he has been profiled extensively in key photographic trade journals.

Michael Grecco is based in Los Angeles. He is a devoted father to three children. In his spare time he can be seen exploring his hometown subcultures on his Triumph Bonneville with his favorite camera in tow, ready to find, capture and inspire.

Michael Grecco is represented by Atlas Gallery, Photo London, and Iconic Images in London, Foley Gallery in New York, Howard Yezerksi Gallery in Boston, Modern Rocks Gallery in Austin, TX, and Struck Contemporary in Toronto.