

FOR IMMEDIATE RELEASE  
Contact: Laurey Banker, 216-752-5648  
MightyPen Solutions, LLC  
[Mightypensol@aol.com](mailto:Mightypensol@aol.com)

### **New Gallery & Studio Befits Unique Focal Plane Photographic Talent**

**Cleveland, Ohio (November 14, 2001)** – Focal Plane Photography, a local firm specializing in high quality aerial photography and personal portraiture, is expanding into a newly renovated gallery and studio in the historic Rockefeller Building. Owner and photographer-artist Yvonne Sanderson says the new location is perfect for the unique character of her business, "with a gallery area to display our photographic art as well as an inviting studio space to create meaningful portraits."

With a photography education from the International Center of Photography in New York City and the Wooster Art Center in Danbury, Connecticut, as well as extensive professional experience, Sanderson returned to her native Cleveland in 1986 to start Focal Plane Photography with husband Mark, a professional, corporate pilot. Equipped with their own airplane, based at the Cuyahoga County Airport, the Sandersons regularly take to the skies to capture outstanding aerial views. Their work appeals to a local and national client base that includes real estate firms, construction and development companies, homeowners and other property owners as well as managers of major outdoor events.

Grounded for a brief period after the September 11<sup>th</sup> attacks, the Focal Plane team returned eagerly to their airborne art form, strategically combining aerial maneuvers with photographic precision. The challenges of aerial photography are unparalleled, requiring that consideration is given to weather conditions, wind, sunlight, as well as the movement and positioning of the plane, at altitudes from 1000' to 6000' above the ground - all in preparation for the photograph itself. Then, with steady hands, a practiced eye and fearlessness for open airplane windows, photographer Sanderson creates an aerial masterpiece.

In contrast to the high-flying demands of aerial photography, Sanderson also specializes in the highly personal art of creating portraits for individuals, families or even pets. Whether the photo is for a professional profile or family heirloom, Sanderson says the most rewarding aspect of portraiture is making the experience so fun and positive that people forget their anxiety. "Especially now," she says, "it is so important to put aside our fears and regrets and focus on the people and places we love." Whether in portraits or aerial photographs, Sanderson's passionate work helps to capture that love, laughter and perspective forever.

Selected works are on display at the new Focal Plane gallery and studio, located on the northeast corner of Mayfield and Lee Roads in the Rockefeller Building. To contact Focal Plane Photography, please call 216-321-9370 or e:mail to [yvonne@focal-plane.com](mailto:yvonne@focal-plane.com).

###