

Phenomena

by Pam Murtaugh

These photographs - pictures of things that just happen (unlit, uncropped, unstyled, unarranged, unplanned) - represent a way of seeing the world, as seen by someone who has lived it from many perspectives.

Pam Murtaugh, a management consultant to Fortune 100 companies, quoted in the Harvard business Review, USA Today, The Wall Street Journal and The New York Times, among others, lives in Madison, Wisconsin. She does photography as a way to escape and breathe - a sort of "Zen point and shoot." (All the work is from a Nikon N60 with a macro lens.)

Her first professional work in Madison, 25 years ago, included food styling for photography and teaching cooking classes at Orange Tree Imports and The Stock Pot. Then she completed her Master's in Family and Consumer Communications at the UW-Madison. For years her mother thought she was "famous" for appearing in Better Homes & Gardens in 1973 (as one of the youngest people they could find then who made bread from scratch). Others believe her claim to fame is her invention of Kudos granola snack for M&M/Mars. She will never be famous for the work she did for Carl Sontheimer, the founder of Cuisinart, although book and magazine credits (and good friends) exist because of it. She has him to thank for recognizing her as an inventor, and setting her on a new career path.

Her first food and invention experiences happened as a 20 year-old, while traveling with a group called Up with People (in the days when its mandate was to believe the world could change itself for the better if people believed more in each other, and themselves). It was her first brush with finding the extraordinary in the ordinary. This remains her focus and mandate in business, life, and photography.

To purchase Phenomena please call Pam Murtaugh directly at (608) 287-1122.