



## APPLIED PHOTOGRAPHY

Office : 714.639.1337

Direct : 714.875.3030

fax: 714.532.2825

[www.apgs.net](http://www.apgs.net)

### For Immediate Release:

### Applied Photography Selected to Photograph ASID Orange County 2009 Design Tour!

(February 27, 2009) Orange, CA based Applied Photography has been selected by the Orange County Chapter of the American Society of Interior Designers (ASID) to photograph the upcoming the 1st Annual ASID/OCC Design Tour called *Urban Living @Astoria*, benefiting the Orange County Performing Arts Center and presented by Orange Coast Magazine.

Led by Jim Doyle, the 2008 "Photographer of the Year" for the Professional Photographers of Orange County (PPOC), Applied Photography will be providing high quality images of a series of spaces individually and uniquely created by local design professionals. In addition, Applied Photography will be serving as the exclusive Event Photographer for a series of parties, receptions and industry events surrounding the 2009 Design Tour, as well as providing individual portraits of participating designers and design teams. The images created by Mr. Doyle and his team will be used throughout the spaces themselves, as well as serving as media and marketing images. These images will also be featured in the May issue of Orange Coast Magazine.

"Jim Doyle, owner of Applied Photography is not only completely professional and very thorough; he is also a joy to work with. As the exclusive photographer for the 2009 ASID Design Tour, his extensive experience in this type of photography serves to enhance the work of the entire team of professionals working on this very exciting project", said Laura Yorba, 2009 ASID Design Tour Chair.

This year's ASID Design Tour will be the first to feature Contemporary Design in an "urban" setting. The chosen location for the 2009 ASID/OCC Design Tour are the luxuriously appointed towers known as Astoria, located within Central Park West (Irvine, Ca). Applied Photography will be photographing four penthouse lofts and two flats on the Terrace and Grand Tier levels. Throughout the penthouses, 35 of ASID/OC's designers will showcase their unique talents such that this years Tour is sure to inspire the imagination and appreciation of every visitor.

The tour will be open to the public April 21-May 17 Tuesday-Saturday from 10AM-5PM and 10AM-9PM on Fridays. Tickets will be available starting March 2nd online at [www.asidocc.org](http://www.asidocc.org), through the Orange County Performing Arts Center Box Office (714.556.2787) or at Whole Foods at The District in Tustin.

Comprised of a team of experienced artistic professionals, Applied Photography is an Industry Partner to the Orange County Chapter of the American Society of Interior





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Designers and works closely with their clients throughout the creative process to ensure the end result is a finished image designed to exceed expectations. Whether the project is an advertisement, a brochure, a direct mail piece, an internet project or any other type of image based material, Applied Photography delivers images designed to put their client's company and project where they want it to be: above the competition.

For additional information or sample images, please contact Applied Photography or visit [www.apgs.net](http://www.apgs.net).

### **About Applied Photography:**

With over 30 years of industry experience, Applied Photography creates award winning photography for all of our clients. Comprised of a team of experienced artistic professionals, Applied Photography works closely with their clients throughout the creative process to ensure the end result is a finished image designed to exceed your expectations. Whether your project is an advertisement, a brochure, a direct mail piece, an internet project or any other type of image based material, Applied Photography delivers images designed to put your company and project where you want it to be: above the competition.

### **About the Orange County Chapter of ASID:**

The American Society of Interior Designers, a nonprofit professional society is the largest organization for Interior Designers in the nation and is comprised of 48 chapters including Orange County. Membership in ASID requires accredited education, rigorous examination and the highest standards of ethical practice, and ASID designers are required to continue their education to keep them on the cutting edge of design and current with building codes. Through education, knowledge sharing, advocacy, community building and outreach, ASID strives to advance the interior design profession, and in the process demonstrate and celebrate the power of design to positively change people's lives. For more information, please visit <http://www.asidocc.org/>

Contact:

Jim Doyle

Applied Photography

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