

ANNOUNCEMENT OF A NEW BOOK



Geir Jordahl  
Searching for True North

MB  
EDITIONS



# Searching for True North

Photographs by Geir Jordahl

---

Introduction by Margaretta K. Mitchell

Poetry by  
Rolf Jacobsen



Translations by  
Roger Greenwald

Afterword by Karen Kienzle

Cloth-bound, 9.25 x 13 inches  
127 duotone plates, 168 pages

Regular Edition, 1000 copies \$65  
Limited Edition, 100 copies \$450

Publication Date December 2007  
<http://www.searchingfortruenorth.com>

## *About the Artist*

Geir Jordahl is an artist, teacher and dedicated traveler. Both his personal and commercial photography is a reflection of his passion for light and life. In his photography, Jordahl explores his relationship to space and experience by interacting with its periphery through the use of panoramic vision. His engaging compositions speak both to the specifics of place and to the imagination. The journey is an integral part of his work both figuratively and literally. Jordahl was born in Norway and he currently lives in the San Francisco Bay Area with his wife, photographer Kate Jordahl.

Selective major exhibitions include Modernbook Gallery, Palo Alto, California; Kodak Gallery, Tokyo, Japan; Olive Hyde Gallery, Fremont, California; Ansel Adams Gallery, Yosemite, California; Museum of Modern Art, Tampere, Finland; Museum for Photography, Braunschweig, Germany; University of Oregon Museum of Art, Eugene, Oregon; Nevada Art Museum, Reno, Nevada; Ansel Adams Center for Photography, San Francisco, California; The Golden State Museum, Sacramento, California; Fresno Museum of Art, Fresno California; Haggin Museum, Stockton California; Trenton Museum of Art, New Jersey, among others.



## *About the book*

Searching for True North is a selection of work from 30 years of Jordahl's photographic imagery. On this lifelong journey he follows his internal compass to discover the universal landscape, those places that are not separated by their cultural or political borders but united in their celebration of the Earth and it's interaction with human-made elements. The journey is also one of self-realization. Jordahl is inspired by place but the work is not place-specific, it is the reflection of his personal experience of the interaction between Man and Earth, and the awareness of oneself in terms of the Earth. The search for "True North" represents the spiritual as well as the physical, the journey of discovery that leads to one's path in life as well as the path that leads to the next magical place.



*Ancient Palms of the Daintree, Australia*



*Daintree National Park, Australia*



*Mount Meroni, Zion National Park, Utah, USA*



*Three and a half umbrellas, Nikko, Japan*

The images above are included in a Limited Edition of 100 signed and numbered copies. These prints are archivally-processed, handprinted toned gelatin silver prints by Geir Jordahl. The prints are elegantly matted and placed with book in a matching clamshell box.

Prepublication Price \$450 USD



A standard hardbound copy, in an edition of 1000, is available for \$65 USD.

Publication Date December 2007

## ORDER FORM

Modernbook Editions  
494 University Avenue  
Palo Alto, CA 94301  
T.650.327.6325  
info@modernbook.com

Please send full payment with your order (check or money order) or charge through Visa, MasterCard, Discover or American Express. Domestic shipping & handling is included until December 31, 2007. International rate on request.

Telephone and web orders are welcome.

NAME (print) \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_

Credit Card # \_\_\_\_\_

Visa \_\_\_\_\_ MC \_\_\_\_\_ Discover \_\_\_\_\_ Amex \_\_\_\_\_

Exp Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

I would like \_\_\_\_\_ copies of the Limited Edition - **Searching for True North**  
Limited Edition purchase by December 31, 2007 \$450 USD \$ \_\_\_\_\_  
*Price after December 31, 2007, TBA*

I would like \_\_\_\_\_ copies of the Regular Edition - **Searching for True North**  
\$65 USD \$ \_\_\_\_\_

Subtotal \$ \_\_\_\_\_

Sale Tax (CA residents only, 8.25%) \$ \_\_\_\_\_

Grand Total \$ \_\_\_\_\_

**Modernbook Editions**

494 University Ave

Palo Alto, CA 94301

T.650.327.6325

[info@modernbook.com](mailto:info@modernbook.com)

**MB**  
EDITIONS