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VOL. 2

EXPLORE
EXPERIENCE
ENGAGE

ISSUE 1

WHEELS *in* REAL TIME



SCHWINN 2013 CATALOG

San Diego, California



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SEATTLE, WA

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LOS ANGELES, CA


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LOS ANGELES, CA



...AND LIFE ROLLS ON.

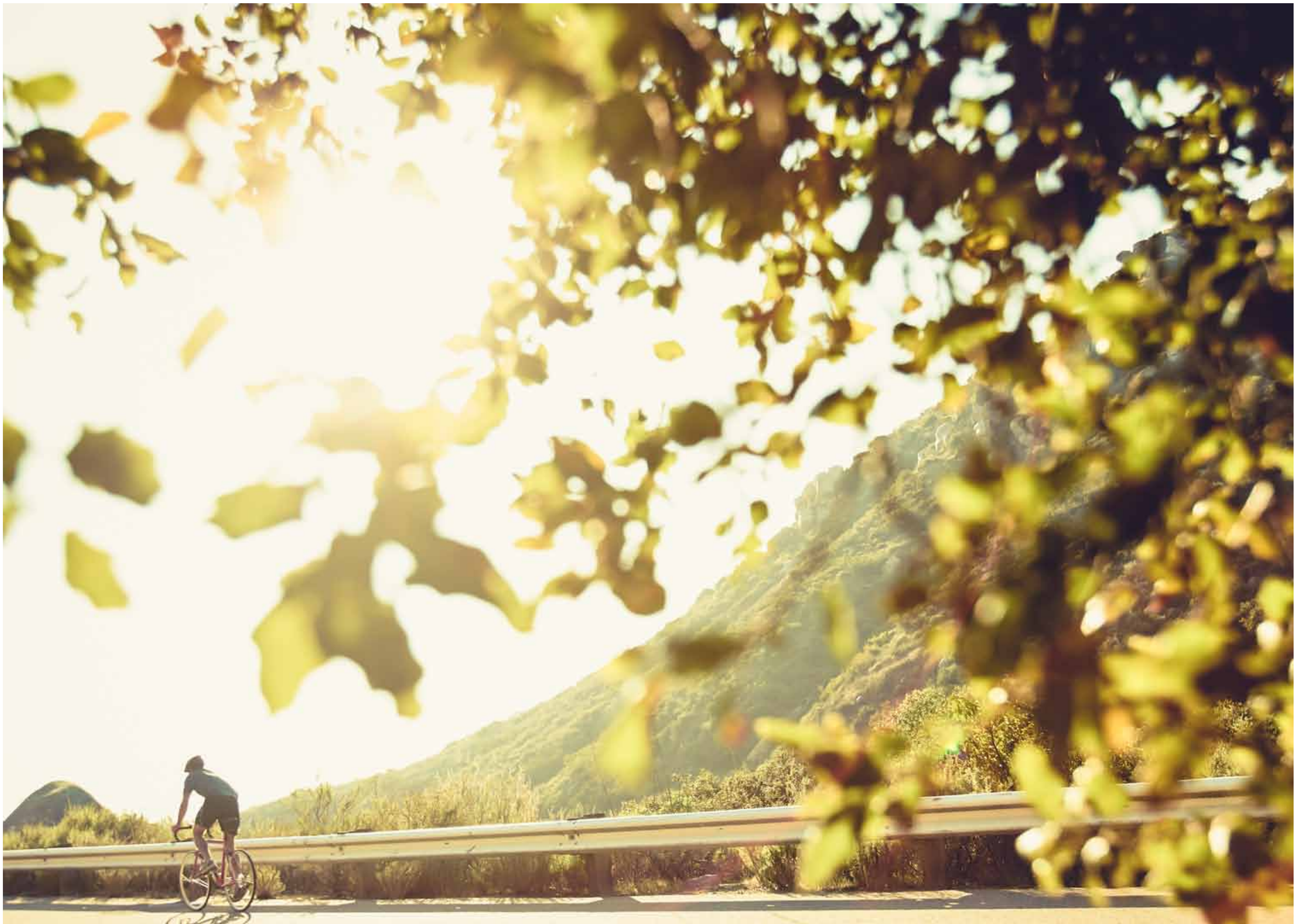
Those first wobbly, exhilarating seconds, coasting on the sound of your dad's applause. The taste of independence, as you promise Mom you'll be back before dark. Your trusty transport around campus, then all over the big city. And sweet, sweaty solace on the off-road trails. Our shoot for Schwinn aimed to tell all the stories that unfold on two wheels — the big moments, the beauty in the everyday, and all the breezes in between.



SEE IT IN MOTION  www.JONATHANCHAPMAN.COM



We set out to capture authenticity. It's a day in the life of owning a bike — a beach cruiser, a mountain bike, and even your first ride.





PRAIRIE HOUSE

*A weekend in July
Hayward, Wisconsin*





*CityTarget
Seattle, Washington*



MEGA, MADE *for* METRO

COMMERCE, MEET CULTURE: CITYTARGET

It's like a ship in a bottle. Fitting the parts and pieces of a massive marketplace into a bustling city corner is just the beginning...and soon it's time to unveil the energy and feel of it all. Impeccable planning leads to seamless execution. And the vibrant choreography of the people in your neighborhood makes it seem like CityTarget was there all along.



It's a new style of store, and we wanted to show it from all the angles — huge trucks trying to park in tiny alleys, the employees who bike to work, and how it all fits in.

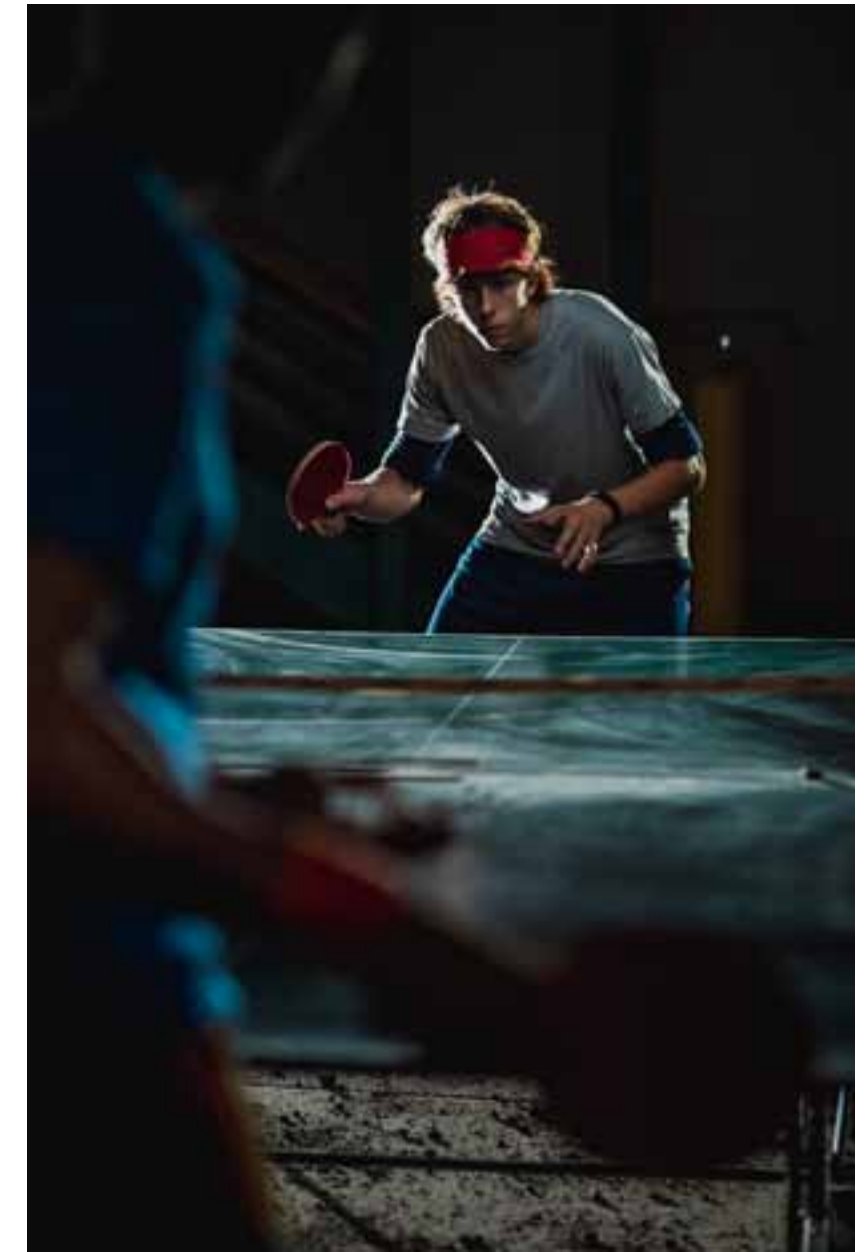


TABLE TENNIS: ADIDAS, HEAD-TO-HEAD





This was a spec project for Adidas and we shot it in one evening, about six hours. I really like the energy, and the overall grittiness and feel of the setting. These visuals are about igniting passion.



SEE IT IN MOTION  WWW.JONATHANCHAPMAN.COM



*September
Table Tennis*



TAKING *it* OFF-LEASH

PURINA: SPOT-ON.

Pick a moment, any random moment. Add a dog and you'll find a multitude of goodness you might never have seen there before. Discovering a new corner on your evening walk. Leaping across the room for a monumental hello. Or just laying around, engulfed in happy. For Purina, we made every moment count.



Purina
June



*The intimacy and quirkiness of people and their pets—
that kind of friendship is universal, and instantly
recognizable. You see the image, and you just know it.*





*Hatch
An oasis inside L.A.*

BETWEEN *the* BEGINNINGS

WILDFLOWER MORNING.
RUNYON CANYON, LOS ANGELES.

They say there are three sides to every story—yours, mine, and what really happened. But then there are the images that linger, so surreal and so vivid, long after the details matter. They're the moments that overcome you, floating on a random scent, popping up in a play of shadow. For our still and motion shoot called "MEMORY," we improvised amid Los Angeles one morning and captured a dream.





The varied terrain of Runyon Canyon gives the story the right conceptual tone. It's a beautiful setting, but you can feel the city beyond — just like the moments between this couple are a dream inside a larger relationship.

MOMENTS *of* DISCOVERY

SAMSUNG IN THE HOTSPOT

Our families are wired and wireless, front-loaded and large capacity, compact, plasma, stereoscopic, stainless steel. It's only complicated, though, if you focus on the hardware. Espresso mornings, new-puppy days and weekend movie nights still unfold in their own cadence, warm and rich as ever...for Samsung, we just bathed in a different light.



This project launched us into the familiar world of products, people and environments, swirling together to create genuine, everyday lifestyle moments.

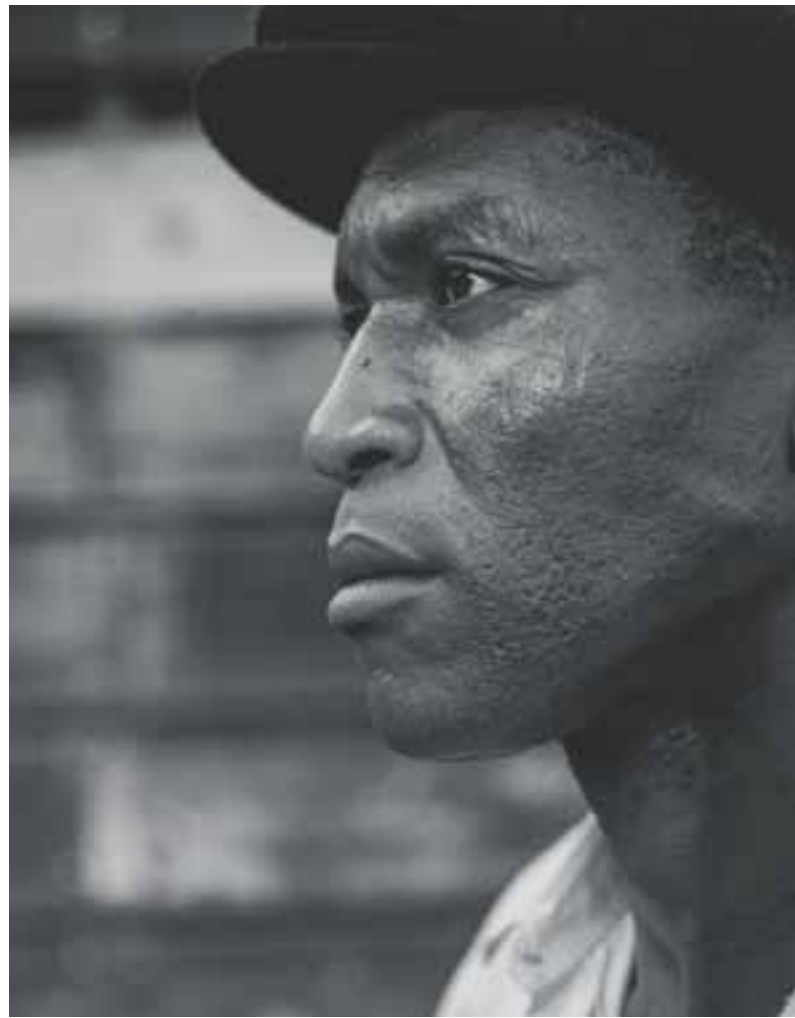


*Samsung
Los Angeles, California*



ON THE FARM: WINFIELD

*August
Near Richmond, Wisconsin*



**SHINE ON LONE STAR
FACES OF AUSTIN, TX**



*April
Hotel San Jose*

