

PORTAITS

*The Atlas
of Beauty*

*MIHAELA
NOROC
PORTAITS 500 WOMEN*



Treat yourself this Easter
Currys PC World
 WE START WITH YOU



4 About MIHAELA NOROC
 A photographer from Bucharest, Romania quit her ordinary life and put all efforts and savings into travel and photography.

6 The Atlas of Beauty
 A photography project that portrays the beauty of 500 women around the world.

12 The Story Behind
 The story behind the photographer Mihaela Noroc and her journey to find the beauties.

CONTENTS

Mihaela Noroc



“Real beauty has no bounds.”

I’m a 33 years old photographer from Bucharest, Romania, but I spent most of the last 6 years traveling in different countries of the world.

My father is a painter so since my childhood I was surrounded by colours. When I was 16, I discovered photography but, unfortunately, in the next years I couldn’t make a living from it, so I had to work in other fields, where I could earn a decent income. Traveling during vacations as a backpacker, in different parts of the world, made me discover the diversity of our planet. So when I was

27 I decided to quit my ordinary life in Bucharest and put all my efforts and savings into travel and photography. That’s when I created The Atlas of Beauty.

In time the project became very popular all around the world, but today I believe I’m the same ordinary person like 6 years ago that loves to discover the unnoticed beauty which blooms in every woman.

I see myself like a normal woman, with ups and downs. I work hard for my dream, and, fortunately, this dream is

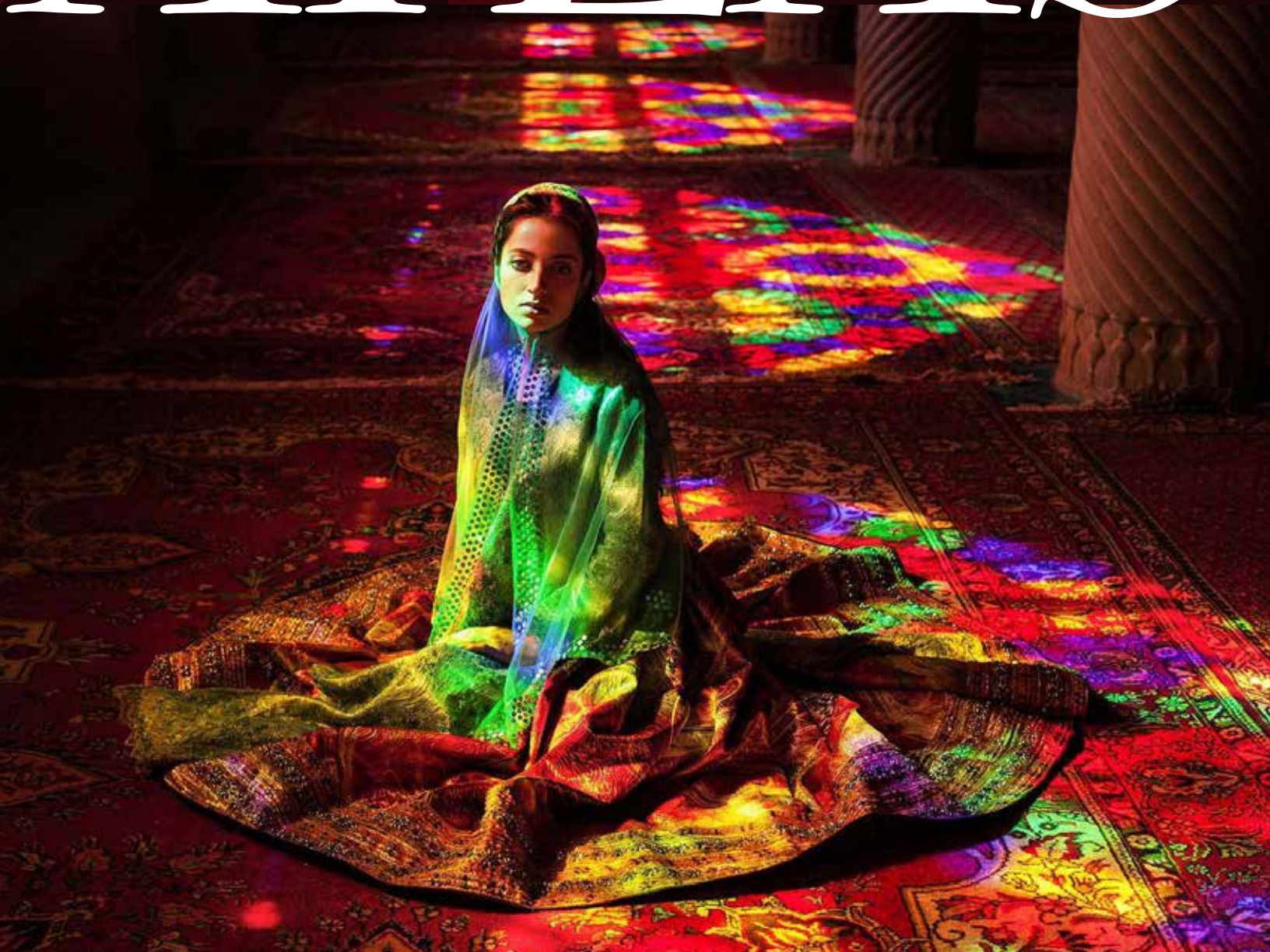
very appreciated by a large audience. But there are millions of women in the world, that work even harder for their goals and their activities don’t seem so spectacular from the outside. I hope I will have the chance to photograph some of them for the project, capturing their inner and outer beauty and showing how special they are.

She created 500 portraits of beautiful women from around the world.



Mihaela Noroc started the second journey around the world, with The Atlas of Beauty. This picture is in Istanbul, Turkey.
Photo: © 2017 by Mihaela Noroc

THE ATLAS OF BEAUTY



Nasir al-Mulk, Iran

"Each morning, one finds a spectacle of lights in the Nasir-Al-Mulk Mosque in Shiraz. That is where I photographed this young lady from Iran, wearing a traditional Persian dress."

Photo: © 2017 by Mihaela Noroc from The Atlas of Beauty; published by Ten Speed Press





Photo: © 2017 by Mihaela Noroc from *The Atlas of Beauty*; published by Ten Speed Press

Tibet, China

"Although she was home in her isolated village, cleaning her house, this mother of two children was incredibly elegant and graceful. That's exactly how I found her, after I knocked on her door. Tibetan women, with their red cheeks caused by the rough climate, remind me of ancient paintings. Through their powerful eyes you can feel their inner beauty."

Chichicastenango, Guatemala

"Many women of the world carry great burdens everyday, either literally or figuratively. And they do it, like this lovely woman, with so much tenderness and positivity."



Photo: © 2017 by Mihaela Noroc from *The Atlas of Beauty*; published by Ten Speed Press



Photo: © 2017 by Mihaela Noroc from *The Atlas of Beauty*; published by Ten Speed Press

Amazon Rainforest, Brazil

"In my first journey around the world, I visited the Amazon Rainforest, in search of authentic beauty, untouched by the modern world, like the nature around it."

Kolkata, India

"Every morning, before sunrise, Gauri comes to the flower market to buy splendid garlands. Then she crosses the huge Howrah Bridge over the Hooghly River on the long way to a Hindu temple, where people buy them for worship."



Omo Valley, Ethiopia

"In this remote place, you can see communities living as they did thousands of years ago. Her tribe is called Daasanach and has lived in isolation for generations. With the high temperatures here, nudity is not unusual."



Chisinau, Moldova

"I met Laura, Elena and Victoria last summer, during a traditional festival. The grandmother was proud that she can pass on the cultural heritage to her granddaughters."



Kathmandu, Nepal

"She's Sona during Holi, the festival of colours. This huge Hindu celebration is one of the most spectacular in the world. The day when spring comes, when good triumphs over evil, a moment to forgive and to be forgiven."



India

"While traveling in India, almost two years ago, I noticed that trains are the country's vital circulatory system. They transport more than twenty million people every day."



Tibet, China

"I still remember very well this Tibetan woman who was both exhausted and happy, after a long pilgrimage to Labrang Monastery, one of the most important sites for Tibetan Buddhism."



Nampan, Myanmar

"For many people around the world this is how shopping looks like. They don't have cars, big homes or bank accounts. But most of them are great examples of dignity, strength, generosity and honesty."

If more of those who have fortunes and power would learn from this wonderful people, we would live in a much better world."

Story

BEHIND



When Romanian photographer Mihaela Noroc decided to embark on a quest to seek out the most beautiful women in the world, she didn't head for the global model agencies, or fashion houses or the Miss Universe competition.

Instead, she headed out into the world travelling from South America to North Korea and from the US to China and the Middle East seeking inspiration, meeting women and learning their stories, surprising their personalities and emphasising the beauty within.

The artist believes beauty cannot be defined and is not limited to what you can see on the TV or in publicity shots. It essentially comes from within and teaches the observer about tolerance, sincerity, kindness and most of all about the freedom that women should enjoy when deciding how they want to show themselves, regardless the exterior standards and prejudices.

Beauty

can not

be defined

Two years ago, in mid-project, Noroc had just wound up a couch surfing stint in Tehran – no easy feat for anyone, except Noroc – and when we reached her again earlier this month, she was again in Tehran, en route to Turkey and then back to her native Bucharest. Noroc is not a coy photographer, she doesn't mess around looking for moments – although of course, in every photographer's work there are moments to be captured. Rather, Noroc takes her subjects straight on, looking them in the eye as they give of themselves to her camera, and thus, to us. It's a tremendous gift, and serves Noroc's global narrative -- meaning, the innate ability Noroc has to open these women's lives for us most intimately, no matter their circumstance, no matter the language, no matter the strictures of the culture in which they find themselves.



Her first projects were on the internet, using social networks. Millions of people followed her adventure online and donated small amounts of money to get it going. Soon after that, she gained the attention of publishers and Mihaela's personal project became an Atlas that is now capturing the beauty of women all over the world.

The artist believes beauty cannot be defined and is not limited to what you can see on the TV or in publicity shots. It essentially comes from within and teaches the observer about tolerance, sincerity, kindness and most of all about the freedom that women should enjoy when deciding how they want to show themselves, regardless the exterior standards and prejudices.



FUJIFILM

ISBN 978-1-2345-6789-7



50999

9 781234 567897

\$9.99