

MIKE CASEY/CASEY **Photography BIO**

Mike brings an interesting background to his photography.

A fine arts major at Holy Cross College, he expected to pursue a career in something creative, very likely making pictures. But before he settled in here, he pursued other personal interests. Right after college Mike moved to Sante Fe, NM to teach at a Native American school where he was introduced to beauty of the Southwest, its culture and its very rich art world. After this, he jumped into politics to work on the exciting, non-stop but unsuccessful Presidential campaign for Senator Bob Kerrey (D-NB).



He returned to Boston to settle into a creative field--advertising--but sat on the account and strategy side. Mike spent 12 years at agencies big and small working with clients like Reebok, Titleist, Foot-Joy, McDonald's, Red Hook Brewery, Midas and the Massachusetts State Lottery. In the agency world, he learned the importance of establishing a clear brand strategy and the value it brought to the creative execution. In the account chair, he prided himself on building strong client relationships and working well with creatives.

Mike combined his life experiences, advertising skills, and creativity to pursue his photography for the past 20 years. He concentrates on photographing people, places and product, working with corporate, commercial, editorial, and non-profit clients. He pursues assignments that offer opportunity and allow him to make an impact. Mike takes pride in his strong client relations and his ability to collaborate effectively to make work which is often described as warm, approachable and real. Mike partnered with This Old House's host Kevin O'Connor to publish a book of finished homes from the TV show and currently, his work appears regularly in This Old House magazine and website. His powerful portrait project of cancer survivors who ride and volunteer for the Pan-Mass Challenge was exhibited at the Boston Museum of Fine Arts and one image remains part of the MFA's permanent collection. He has created beautiful work for other client partners such as Staples, Titleist, HBO, Camp Harbor View, HYM Investment Partners, WBZ-TV, Project 351 and Charles River Country Club,

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