

WILL NICHOLS

Photographer Will Nichols grew up in California enamored by the game of basketball, so much so that it inspired his transition into the world of fine art photography, where he draws parallels between palm trees and basketball. In 2016, the Los Angeles Clippers commissioned him to take court-side photos furthering his connection to the game. It was a return to his roots and a call to continue to fuse his fine art endeavors with abstract hoops tie-ins. His journey of capturing both subjects went on for five years culminating in the launch of *Palm Trees & Basketball*, the inaugural collection of the conceptual series. While Will's various creative and professional endeavors have taken on multiple directions over the years, the symbolic intersection of palm trees and basketball has remained omnipresent, making for a conceptually fitting theme for his debut fine art photography print series. He has also begun to work with mixed media and painting furthering this theme.