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#### PASSAGE TO VIETNAM

Created by Rick Smolan & Jennifer Erwitte  
Published by Against All Odds Productions/Melcher Media  
Distributed by Publishers Group West  
224 pages; over 200 full-color and black & white photographs in the book/450 on the CD ROM  
\$50.00; Passage to Vietnam Book or CD ROM  
CD ROM disc due out March 1995  
SPECIAL OFFER: \$60.00 for the Passage to Vietnam book and CD ROM package (a 40% discount)

#### NEWEST PROJECT FROM PUBLISHING PIONEER RICK SMOLAN OFFERS SPECTACULAR LOOK INSIDE VIETNAM

Twenty years ago the war in Vietnam came to a close. Since then the images of Vietnam which most Americans carry in their minds are the ones which ran on the evening news shows each night and in the pages of Life magazine.

Now that Vietnam has begun emerging from the shadow cast by decades of turmoil, and especially with the recent lowering of the U.S. trade embargo, the world is rediscovering an ancient nation with tremendous cultural diversity and a rich 4,000-year history. Vietnam is finally coming of age, and the country is poised to become the next economic superpower of Asia.

Passage to Vietnam, the result of the largest cultural exchange with Vietnam since the war, is an extraordinary look at a country in transformation. Produced by Rick Smolan, creator of both the Day in the Life photography series and From Alice to Ocean, the first interactive coffee-table book, Passage to Vietnam features the work of 70 photojournalists from fourteen countries, including 15 Vietnamese photographers. For seven days in late March, 1994, they were given unprecedented access by the government of Vietnam to travel freely throughout the country. The project represents the most comprehensive and intimate look at the country of Vietnam and the daily life of the Vietnamese people ever assembled.

"As a photographer, I fell in love with Vietnam, and was completely stunned by how different the country was from any place that I had ever been", commented Smolan. "One has a sense, in Vietnam, of a country frozen in time; it was like someone lifted a curtain and behind it was old Asia. We are fortunate to have captured Vietnam on film now, because things are about to change dramatically. In two or three years, it will be a very different place."

The Passage to Vietnam photographers covered all aspects of Vietnamese life, and travelled to many areas of the country previously off-limits to foreigners, and even Vietnamese. Magnum photographer Bruno Barbey rode along with thousands of pilgrims down the Swallow River to the Perfume Pagoda. Renowned freelance photographer Mary Ellen Mark went backstage with the Hanoi Circus. Contact Press

Images photographer Lise Sarfati visited a clinic for victims of Agent Orange. Time magazine photographer P.F. Bentley spent the day with Prime Minister Vo Van Kiet.

For several photojournalists who had covered the war in Vietnam, the project offered a chance to confront old memories. Time photographer Dirck Halstead returned to China Beach in Danang, where 29 years ago he covered the first landing of the U.S. marines. David Hume Kennerly, who won a Pulitzer Prize for his war photography, covered life along the tense northern border with China. And former Life photographer Dick Swanson, who met his future wife while covering the war, went to Quang Tri Province -- his first time back to Vietnam since the war.

Passage to Vietnam will feature over 200 photographs, as well as text in the form of detailed captions and essays by noted travel writer Pico Iyer and Pulitzer Prize winner Stanley Karnow. The book will be published November 5th, 1994 by Smolan and Charles Melcher, former publisher of Callaway Editions, whose many publishing successes include Madonna's Sex, Native Nations, and Okavango. A Newsweek cover story is planned for publication, along with segments on "Good Morning America" and "Dateline" NBC. Three traveling exhibitions are also in the works.

In addition, a Passage to Vietnam interactive CD ROM will also be available in March 1995, sold separately as well as in a special edition bundle with the book. Interweaving video from the one hundred hours of footage that were shot for the project, still images and sound narration, the CD will allow viewers to interactively visit Vietnam by joining the photographers on their assignments -- sharing their experiences and learning their photographic techniques. This groundbreaking CD will also allow viewers to join in the photo editing process by which the 200,000 images shot for the project were edited down to 200 for the book and 450 for the CD ROM.

Passage to Vietnam is made possible through the generous sponsorship of Eastman Kodak Company, Apple Computer, Thai Airways International, The Regent Hotel of Bangkok, Federal Express, Nestle Thailand, A&I Color, Interval Research, Thai Farmers Bank Ltd., and Motorola Inc., and the assistance of SuperMac Technology, Tamron Industries, and Xerox Corporation.