

Ed Norton – Photography Exhibition

Ed was born and raised in Bristol (UK). “In March 2016, I set off for my biggest adventure yet, to be on the road full time with the aim to explore every continent”.

In April 2007, I was heading over to Australia. During that trip I bought my first camera; this trip also fired up my curiosity of our planet and left me wanting to go and discover as much of it as possible. I did not have any formal training within photography and instead took to teaching myself. The internet and books were a great way to learn new techniques.



My dream was always to work for Lonely Planet since buying my first guide book by them. Well, my initial dream was to have a single photo published in one of their guidebooks. In 2011 I approached the company with a body of work to which I was offered a 5 year contract as a contributor.

Lonely Planet Images have since been bought out by Getty Images so I am now working as a Lonely Planet photographer under Getty Images. I have also worked on a wide array of commercial projects, opened my own gallery/studio in 2010 as well as photographing some luxury international hotels.

My images have been published throughout various Lonely Planet guidebooks and other LP channels. Some other highlights include National Geographic Traveller, Microsoft, Apple, LG, BBC, Forbes & AOL.

My approach to photography is to simply document and share the beauty of our planet. I don't manipulate my images to be something they are not with post-production techniques. I try to accurately reproduce the scene that was in front of me at the time with an aim to inspire people to go and explore and understand this amazing planet that we all share.

In October 2017, I became a brand ambassador for Zeiss.

