



Urban Salmon

2016-2018.

[Fernando Lessa](#)

Fernando Lessa Photography

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Overview

Urban Salmon is the first documented photography project featuring salmonids in the urban environment.

Documenting the fish and their natural habitat in various Metropolitan Vancouver watersheds over two years, the project will publish a coffee table book.

It will also produce an image/video-bank that will be donated to stream-keeper groups related to salmon conservation, which will be available for use in their education programs.

Goals

1. Document the Salmonids in the Urban Environment.
2. Emphasize the importance of the Urban Streams.
3. Create awareness of the importance of a peaceful existence with wildlife and Salmon.
4. Publish a book portraying the Urban Salmonids.
5. Generate high-quality material for educational purposes.

Specifications

The Urban Salmon project objective is to publish 500 copies of a 8,5 x 11", hard cover, 64 pages book. It will be composed of 58 pictures with extended headlines, a Preface and a 2 pages text about the importance of the Urban Streams.

The project will also create a Royalty-free, non-exclusive, comprehensive image/video bank available to Streamkeepers groups, to be used in educational projects.

Milestones

Since September 2016 the project visited 25 urban creeks in Vancouver, produced more than 150 finalized images and over 12h of video footage.

Since mid-2016 the project runs a monthly Salmon Newsletter send to approximate 500 experts in the field.

The media has embraced the project, resulting in 12¹ published pieces related to Salmon, conservation and Urban Streams in British Columbia.

Urban Salmon runs an active social media channels with over 1000 visits a month. Our public is 70% Vancouver based, mostly 25-35 years old, 55% man and 45% woman.

The project has donated 35 images to Streamkeepers groups², Salmon Conservancies groups³ and First Nation group. It also collaborated with 3 different research projects and was present in two events, River's day in 2017 and Coho Commotion in 2018.

The project already has 55% of the fundings need.

¹ Daily Hive, Vancouver Sun, Vancouver is Awesome, Burnaby Now, Langley Times and Abbotsford News.

² Stoney Creek Enhancement Society, Yorkston Watershed Enhancement Society, Seymour Salmonid society.

³ Pacific Salmon Foundation, Watershed Watch Society, NCC- Nature Conservancy Canada.

Timeline

The book is almost ready will be launched in February 2019. Once the 2018 Salmon run finishes, the manuscript will be sent to printing.

Pre-sales will open on December 15th, 2018 and there will be 30 days online Crowdfunding campaign in Kickstart.com.

Patagonia will host a small show and a silent auction in their shop on Jan 15th, 2019.

The manuscript will be sent to print on December 15th, 2018.

Book will be ready by the first week of February 2018 and available in the major book dealers by May 2019.

Author & Partners

Fernando Lessa (1984, Brazilian) is an Outdoor Storyteller. With a degree in Biology and a Masters in Photography, Fernando has collaborated with many clients in the search for unique images, and more recently as a writer, publishing two articles in the National Geographic Brazil website.

Fernando has been a certified diver since 2004 and a fly fisherman for his whole life. He began his career as a photographic assistant in 2007, before becoming a full-time outdoor photographer in 2013.

With much experience in the field, Fernando has worked in a variety of areas, from the untouched Amazon forest to Tropical and Temperate Rainforests in South and North America.

In Canada, Fernando runs the Urban Salmon Project since 2016 and collaborate with Brands, Conservancies and Governmental agencies dedicated to the protect the environment.

The Urban Salmon is proud to have PATAGONIA and The Rivers Institute as official partners in the Project.