



joel sartore has been a conservation photographer for National Geographic Magazine for more than 20 years. His goal is simple: to save the earth's biodiversity by encouraging people to care before it is too late.

“ Half of all the species on Earth could go extinct by 2100.

Not if I can help it.

That's the idea behind *Photo Ark*: to get the public to look these creatures in the eye, then care enough to save them, while there's still time.

My goal is to record every one of the world's 6,000-plus captive species before I die. I've been at it eight years, so I am about halfway there now.

I work mostly at the world's zoos and aquariums, today's keepers of the kingdom. Many species would already be gone without their heroic captive breeding efforts. These studio-style portraits on black and white backgrounds level the playing field: a tortoise counts as much as a rhino.

The power of photography is that you literally freeze time with it. Long after I am dead, these pictures are going to go to work every day, to save species. There's no more important mission for me. After all, it's folly to think we can doom wildlife to oblivion but that humans will be just fine.

That's a world I never hope to lay eyes on. ”

~ Joel Sartore, May 2013
Read more about Photo Ark in the October 2013 issue of National Geographic Magazine

PHOTOARK

Design: Kirsten Ufer



We need your help photo documenting all 6000 species in captivity for the world's largest virtual zoo! Joel is happy to share the photos that he gets with the zoos and aquariums that he visits. If you would like Joel to shoot at your facility, please contact him directly: info@joelsartore.com

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