

# PORTRAITS IN MOTION

Photographer and Carlsbad native Cole Ferguson has developed his own distinct style.

Written by Wendy Hinman

**C**ole Ferguson's photography is often a beautiful blend of sports and fashion. Each of his photographs evokes a narrative you want more of. They have a fine art feel and a journalistic urgency. Named in Forbes's 30 Under 30 in Art and Style, the Carlsbad photographer has shown himself a master of the portrait.

Ferguson got his start with Shaun White, another

Carlsbad kid. They grew up on the same street. He was White's personal photographer for three years and grew his social media brand. His portfolio has expanded with images of leading movers and shakers such as Shohei Ohtani and Shawn Mendes. His commercial art keeps him in L.A., where life moves fast, but he comes home to Carlsbad as often as he can.



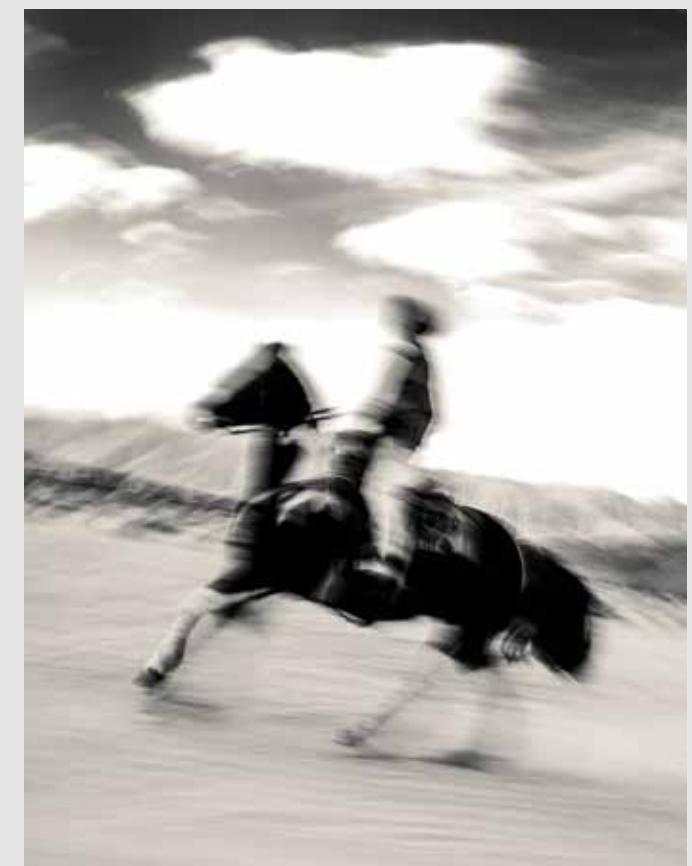
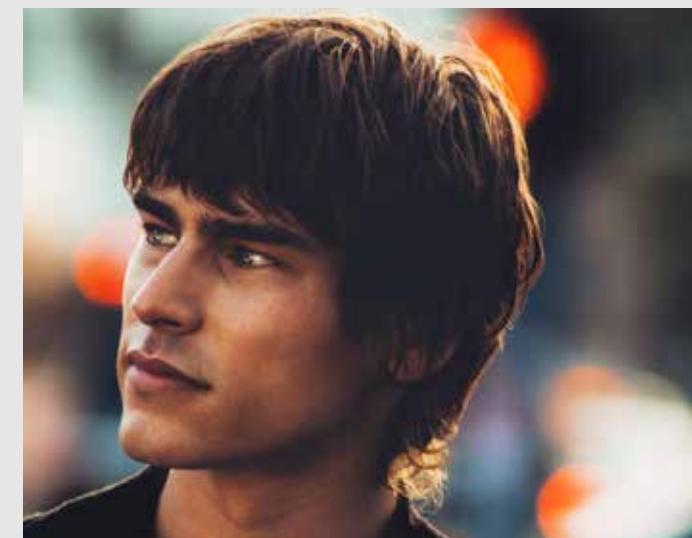
Shaun White

Severson Boards



Mia Poclyn

Rob Coe



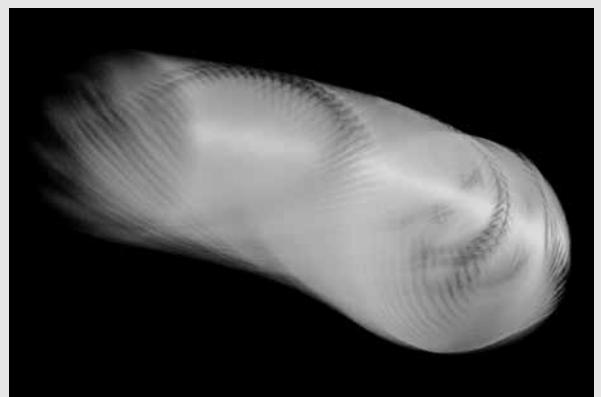
Notom



Andrey Tarasov



Oscars



Ivan Romero

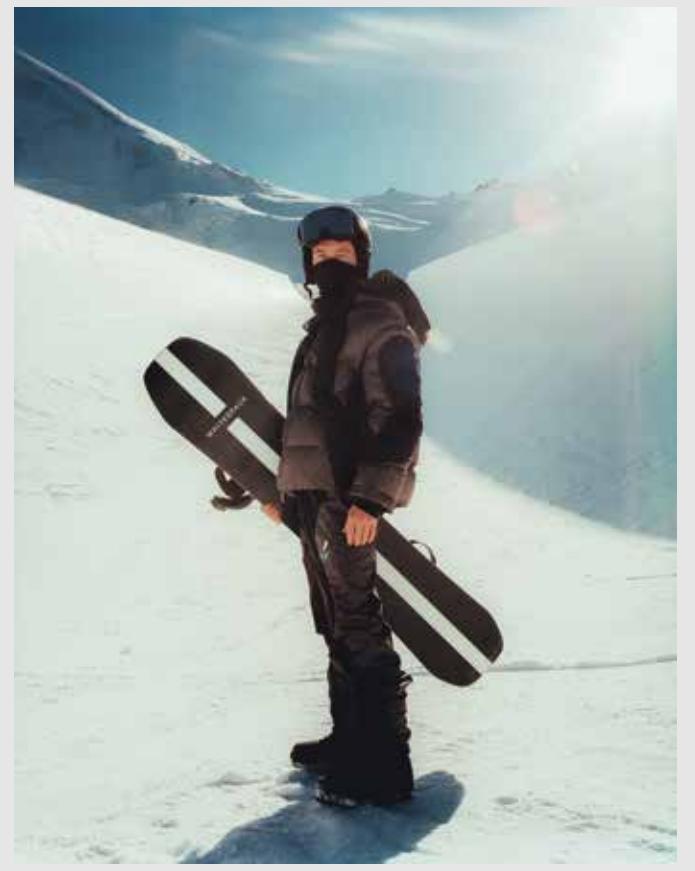
Running on Clouds



Swell



Ocean and Sand



Shaun White II