

# That Tree

*From Ansel Adams to Joyce Kilmer, trees have long inspired works of art, but none more so than a lone bur oak growing in a crop field in southwestern Wisconsin.*

*Nearly every day since the 24th of March last year Mark Hirsch has made a photograph of the tree,*

*composing it in a different way each time to create an artistic record of a year in the life of a tree.*

*His camera? Only an iPhone, from which he uploads the images to a Facebook page.*

*A growing community of more than 2,500 follow Hirsch's visual*

*chronicle on Facebook, posting responses like, "inspirational," "brilliant composition," and "I'm learning to look at my yard in a new way."*

*Some of the images of "That Tree" and the story behind them appear on the following pages.*



Photo: Jeremy Portje

# That Tree

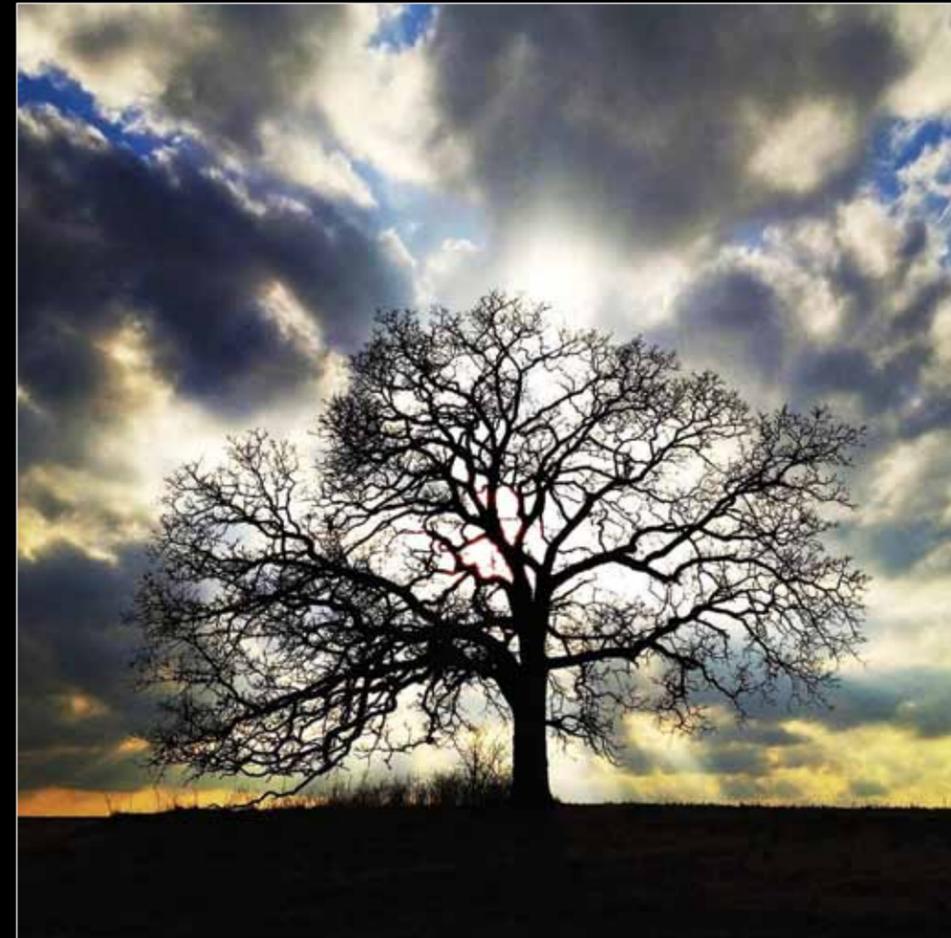
*A year in the life of a bur oak*

THE PHOTOGRAPHS: Mark Hirsch  
[www.facebook.com/photosofthattree](http://www.facebook.com/photosofthattree)

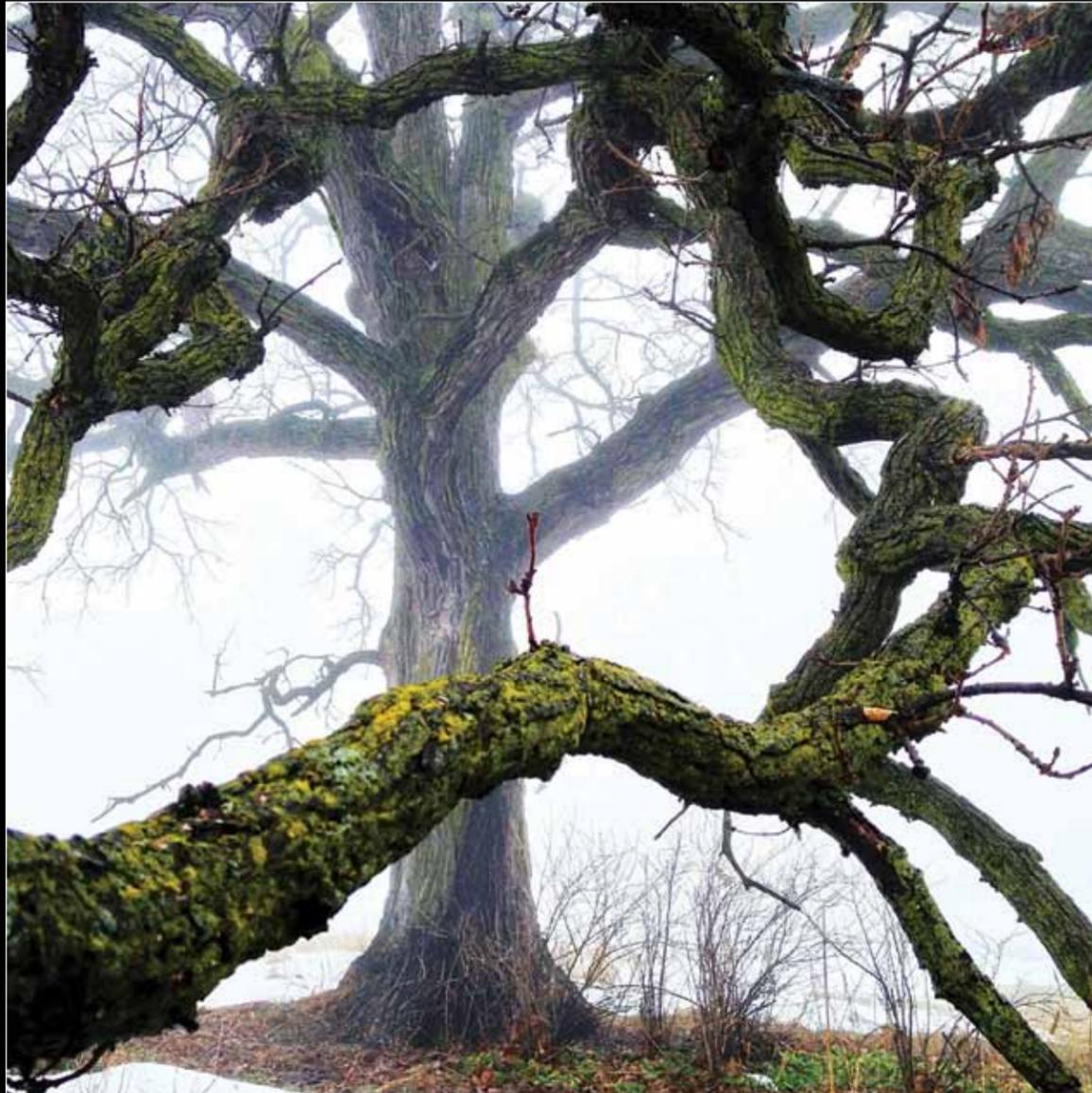
THE STORY: Woodlands & Prairies Magazine  
[www.woodlandsandprairiesmagazine.com](http://www.woodlandsandprairiesmagazine.com)



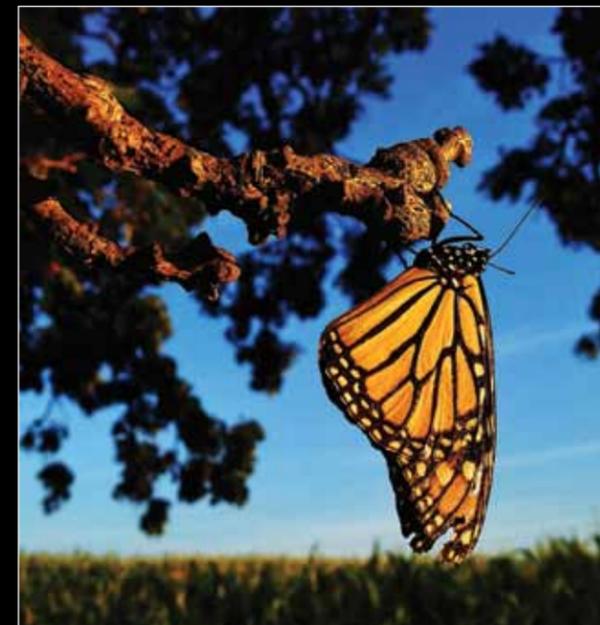
September



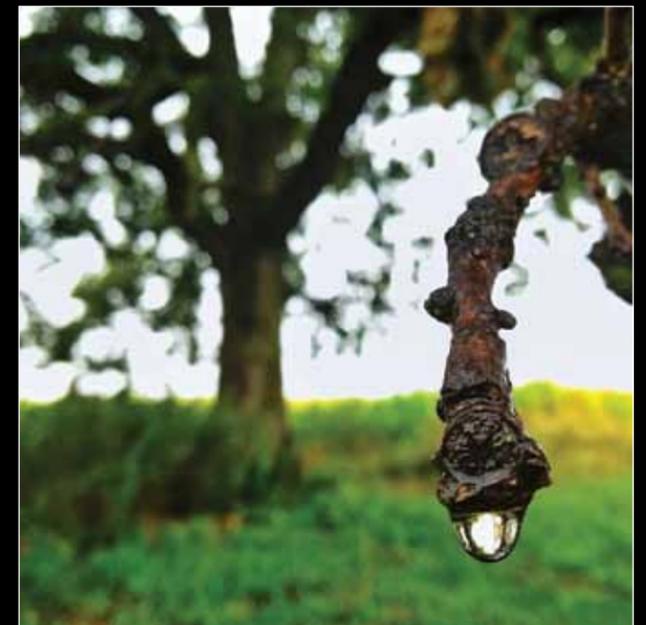
March



January



July

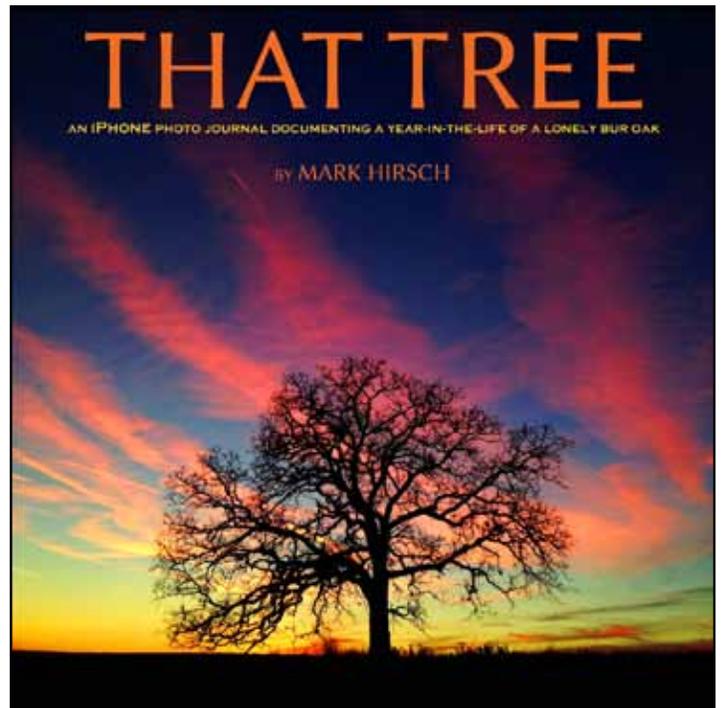


August



**HOW IT HAPPENED:** Mark Hirsch had driven by the old bur oak growing in a corn field many times. But he hadn't really noticed it until a snowy January day in 2012 when driving home from Platteville with a new iPhone in his pocket. He grabbed the iPhone and dashed through 6 inches of snow in his street shoes to take several photographs of the tree. Hirsch, who is a professional photographer, was amazed at the quality of the photos taken with only an iPhone, and they were a big hit when he posted them on his Facebook page. The rest is history: A new Facebook page devoted to the tree, and a commitment by Hirsch to record a year in the life of the tree by taking a photo every day with his iPhone. His creative compositions have attracted thousands of adoring friends on Facebook. The iconic tree now stands a living symbol for the preservation of the biodiversity being lost through development and neglect.

**THE FULL STORY** behind "That Tree" appears in the winter 2012-13 issue of *Woodlands & Prairies Magazine*. You can get this issue, and up to four bonus issues, with a 1- or 2- year subscription. Order online at: [www.woodlandsandprairiesmagazine.com](http://www.woodlandsandprairiesmagazine.com)



## PRE-ORDER TODAY!

**THAT TREE** is an iPhone photo journal documenting a year-in-the-life of a lonely bur oak tree quietly, proudly anchoring a cornfield in southwest Wisconsin.

The story of **THAT TREE** is eloquently told through the iPhone photographs by Mark Hirsch. The hardcover book measures 10x10 inches and is 192 pages in total.

All pre-ordered books are personally autographed by Mark Hirsch. The Collector's Edition comes with both a signed copy of **THAT TREE** plus an exclusive hand-signed & numbered, limited edition museum quality print.

Interested in great wall art for your home? Consider our museum quality photographic prints of **THAT TREE** available in a range of sizes. *\*\*Limited edition, hand signed & numbered collector's prints are also available!\*\**

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# www.thattree.net

