



Translate Stock Index Online

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INDUSTRY NEWS

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[Alamy goes with GoGo Images](#)



Alamy is adding to its royalty free lifestyle range with dynamic new multicultural imagery from GoGo Images.

GoGo, launched by industry veterans Jennifer Hurshell and Joe Barrett, both previously senior vice presidents at Corbis, is creating a visually authentic lifestyle collection from around the globe.

It particularly targets Latin America, China and India as well as growing markets in the black and lesbian and gay populations.

Alamy's director of photography Alex Bortkiewicz said: "This niche collection will be an impressive stand-out addition to Alamy's existing royalty free lifestyle collections. It pays tribute to multicultural lifestyle and delivers a more persuasive visual approach through its assimilation of the needs of local art buyers.

"Our image buyers can be assured of an authentic mix of talent, styling, backgrounds and cultural nuances appealing to both global and local markets."

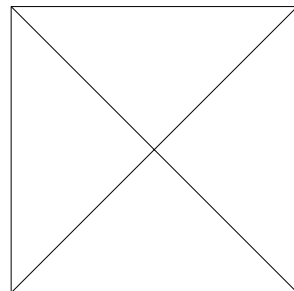
GoGo's chief creative officer Jennifer Hurshell said the collection was inspired by obvious gaps in the market. "I was both humbled and inspired by numerous Latin American art directors' constant complaints about stock images rife with shimmering sombreros and predictable ponchos," she explained.

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