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February 08, 2008

Alamy adds Lifestyle Collection from Huntstock



Oxfordshire, UK, Feb. 07, 2008. Stock photo industry veterans Pat and Mark Hunt of [Huntstock](#) have chosen [Alamy](#) to showcase their fast growing collection of lifestyle and conceptual imagery.

Promoted as "Real People, Real Concepts", the royalty-free collection is wholly owned and shot by Pat and Mark who have over 20 years experience in photography, Pat as a stock agency owner and writer and Mark as a painter and photographer.

Pat said: "We are excited to be working with Alamy. As a writer for the stock industry, I have had a lot of contact with CEO James West and Alexandra Bortkiewicz, director of photography. They are experts in the industry. We trust their judgment and look forward to a long relationship."

Huntstock, based in Boston, USA, offers general lifestyle including business, sports, family life, baby boomers and New England imagery as well as a niche collection called "Positive Lifestyle of People with Disabilities".

"Today's progressive lifestyle is not the same as years past", said Pat. "Family makeup is more unique, ethnicities are mixed, females are rising up the corporate ladder and people with various disabilities are leading active, mobile and fun lifestyles. They are running companies, playing sports, travelling independently, enjoying higher educations and making a difference in the world."

Alamy's director of photography Alexandra Bortkiewicz said: "We are delighted to have Huntstock on board. The collection adds a new dimension and an intuitive spotlight on lifestyle photography and embraces the sense of empowerment in societies today. This will be very appealing to Alamy customers looking for authentic and realistic lifestyle situations."

View the collection at: www.alamy.com.

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