

DOUG MENUEZ

Healthcare





DIGNITY HEALTH CAMPAIGN

Founded in 1986, Dignity Health is a not-for-profit organization whose mission, in its own words, is “to create environments that meet each patient’s physical, mental, and spiritual needs. We also believe this healing philosophy promotes the wellbeing of our staff and the places they serve.”

Doug was commissioned to shoot lifestyle imagery that reflected Dignity Health’s compassion and services. The creative team collaborated with him on the storytelling scenarios, each of which had its own emotional tone, and on how to incorporate simple props or objects that communicated “medical” without the sterile connotations of a hospital environment. The shoots took place in a private home and in a studio using natural light.

On the cover: from an advertising campaign for St. John's University.



Doctors who deliver.



Hug therapy.

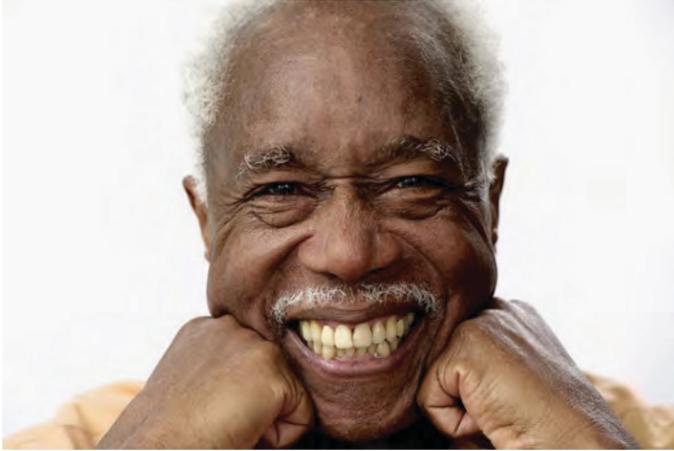


**Face time.
All the time.**



Best medicine.





MONTEFIORE BRANDING CAMPAIGN

Montefiore Health System's new branding campaign, "Doing More," underscores Montefiore's status as a premier healthcare provider with world-renowned physicians and scientists, while also connecting on a personal level with the very people it serves. Doug shot lots and lots of studio portraits—as many as 100 in a single day—in four shoots over a four-month period. "They needed authenticity—real expressions and moments—which is hard enough to get in real life, never mind on a set with 30 people, stylists, lights, assistants, and clients," notes Doug. "But I did my best to make it feel like each subject feel like it was just me and them. I always try to connect with my subjects to let them know I care about making this work for them."

Doug also shot documentary-style imagery, such as a patient being wheeled from an air ambulance, right there in the studio. "It was an interesting challenge to bring my documentary skills and capture real moments within the creative and conceptual white-box gallery theme," he says. The images were used for MHS' website, print ads, billboards, and marketing collateral.





ONE OF THE NATION'S
BEST CHILDREN'S HOSPITALS.

The Children's Hospital at Montefiore is ranked by U.S. News as one of the nation's best in eight specialties. To learn how we're doing more for children, go to doingmoremontefiore.org

Westchester Hudson Valley Bronx **Montefiore**
DOING MORESM

This advertisement features five babies in white onesies on a white background. The text is positioned in the upper right and bottom right corners.

DOING MORESM

IN STATE-OF-THE-ART HEALTHCARE FOR WESTCHESTER AND THE HUDSON VALLEY

We developed the world's first transvenous cardiac pacemaker and have been setting the pace in medicine ever since. To learn how we're doing more in healthcare and working to ensure future firsts at Montefiore and our Albert Einstein College of Medicine, go to doingmoremontefiore.org

Montefiore

This advertisement features a large grid of small portraits of diverse people of various ages and ethnicities. The text is positioned in the lower right corner.

CUREPSP IMAGE LIBRARY

CurePSP is a nonprofit organization that assists patients and their families in their struggle against debilitating and incurable brain diseases, increases public awareness, educates healthcare professionals, and supports research toward better diagnosis, effective treatments, and eventual cures.

Commissioned by Carbone Smolan, Doug completed a series of shoots with patients and their families, a project that called for incredible sensitivity and compassion. Pictured on this spread and the next are PSP patient Pierre Gervais and his wife, Jocelyn, whom Doug photographed with their family during the baptism of their granddaughter and a celebratory meal with their extended family.

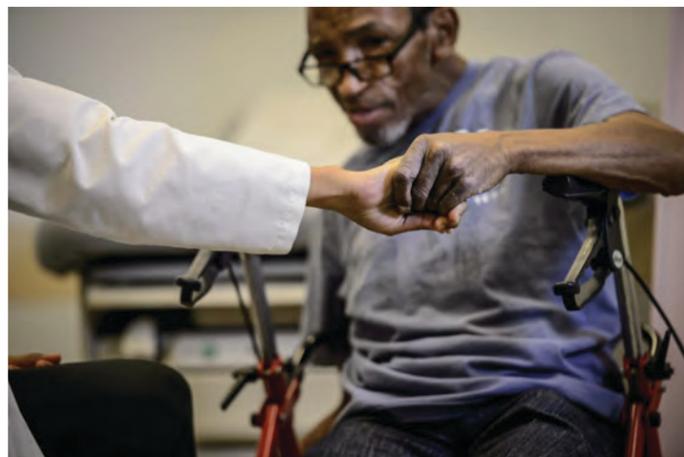
Pierre has since passed away, and the moments he captured of him and his loved ones are poignant reminders of the urgency of CurePSP's mission.





ROBIN HOOD FOUNDATION IMAGE LIBRARY

The Robin Hood Foundation is New York's largest poverty-fighting organization and since 1988 has, in its own words, focused on "finding, funding and creating programs and schools that generate meaningful results for families in New York's poorest neighborhoods." Its programs span education, legal services, job training, women's shelters, affordable housing, and, as shown here, healthcare services.



FEDEX IMAGE LIBRARY

For FedEx, healthcare needs exist worldwide and shipping everything from medical supplies to replacement donor organs is a critical part of their business. In addition to having Doug document every aspect of their worldwide shipping operations for an ongoing image library project, FedEx asked Doug to visit a hospital in Minneapolis and produce a body of work representing key facets of their operations that are impacted by FedEx services, including surgery.



We are

SAY:

The Stuttering Association for the Young

(formerly known as OUR TIME)

SAY what's in your heart.

SAY what's on your mind.

SAY what you want to say.

SAY the story you want to tell.

*SAY the things you want the world
to know about you.*

SAY the things you want the world to hear.

*Because in the end, what you have
to SAY, not only says a lot about you,
it says a lot about all of us.*

*We're here to help you SAY the things
that shouldn't go unsaid.*

SAY.org

Photography: Doug Menuez, menuez.com

REBRANDING CAMPAIGN FOR SAY

Doug photographed portraits of kids who are working to overcome severe stuttering problems with the help of a nonprofit organization called Our Time, which was being rebranded as SAY: The Stuttering Association for the Young.

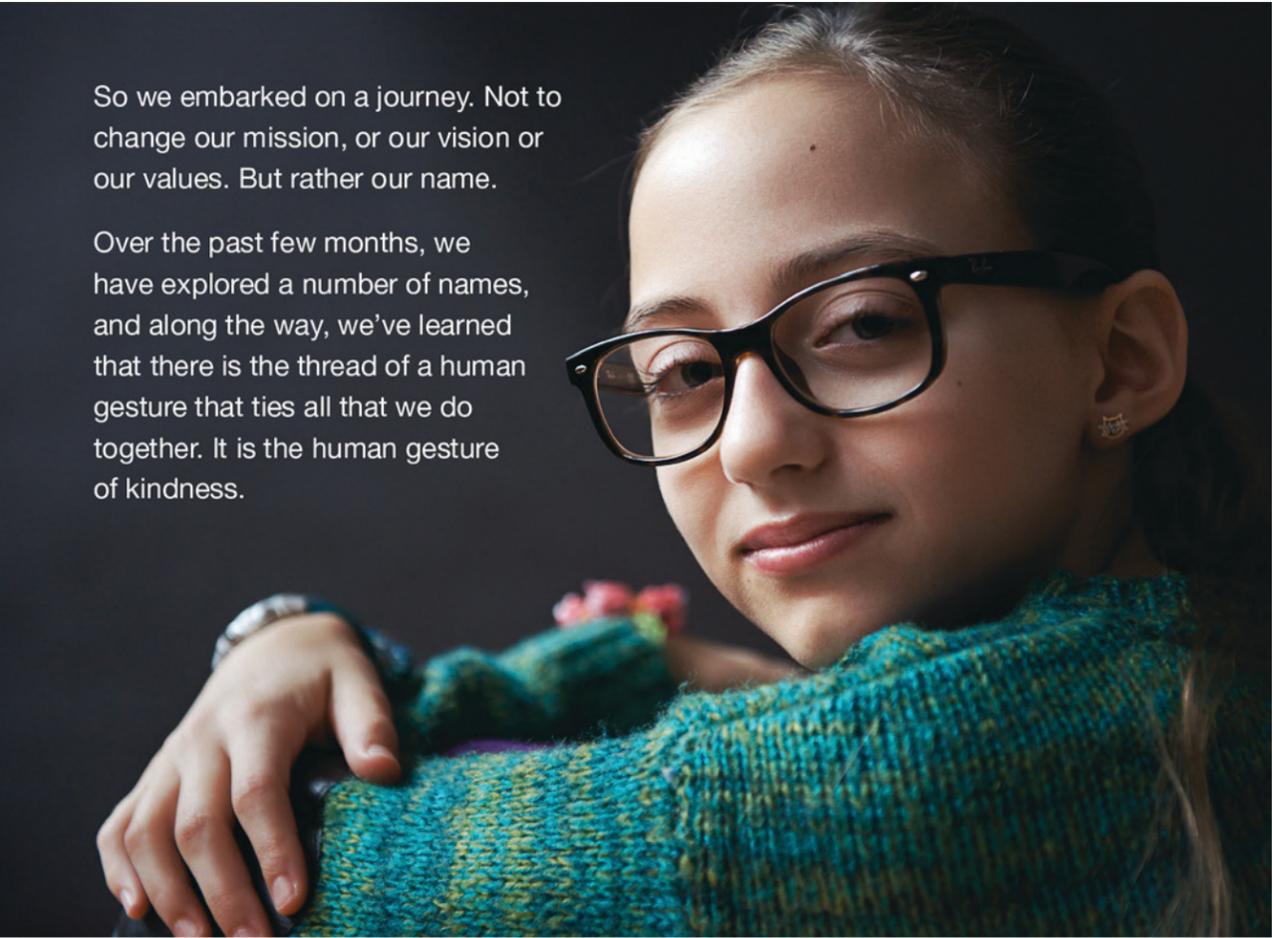
"Shooting kids is always a tough job," he notes. "You have to be patient and open to the kid's frame of mind, and try to connect. Essentially, you are a passenger on their train. In this case, we were talking

about young kids but also teens. Which raises a whole host of other issues around self-esteem, identity, and general discomfort with self-image that are just part of the package of growing up. Add in a disability like stuttering, and I knew it might be tough to deliver the portraits I envisioned.

I wanted to connect emotionally with the kids and try to show their sense of pride and accomplishment for what they were overcoming. It was an exciting opportunity."

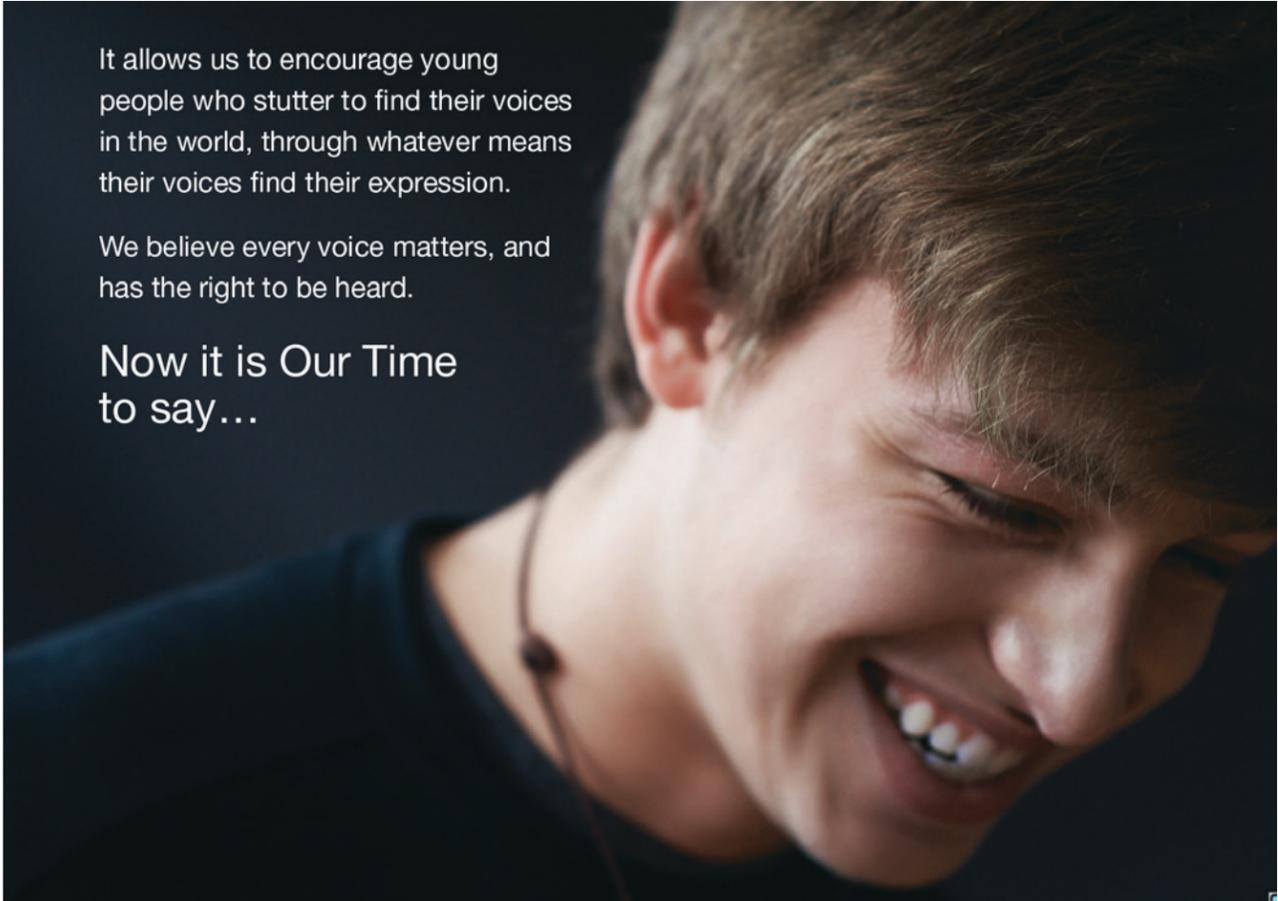


Our Time
has something
to SAY...



So we embarked on a journey. Not to change our mission, or our vision or our values. But rather our name.

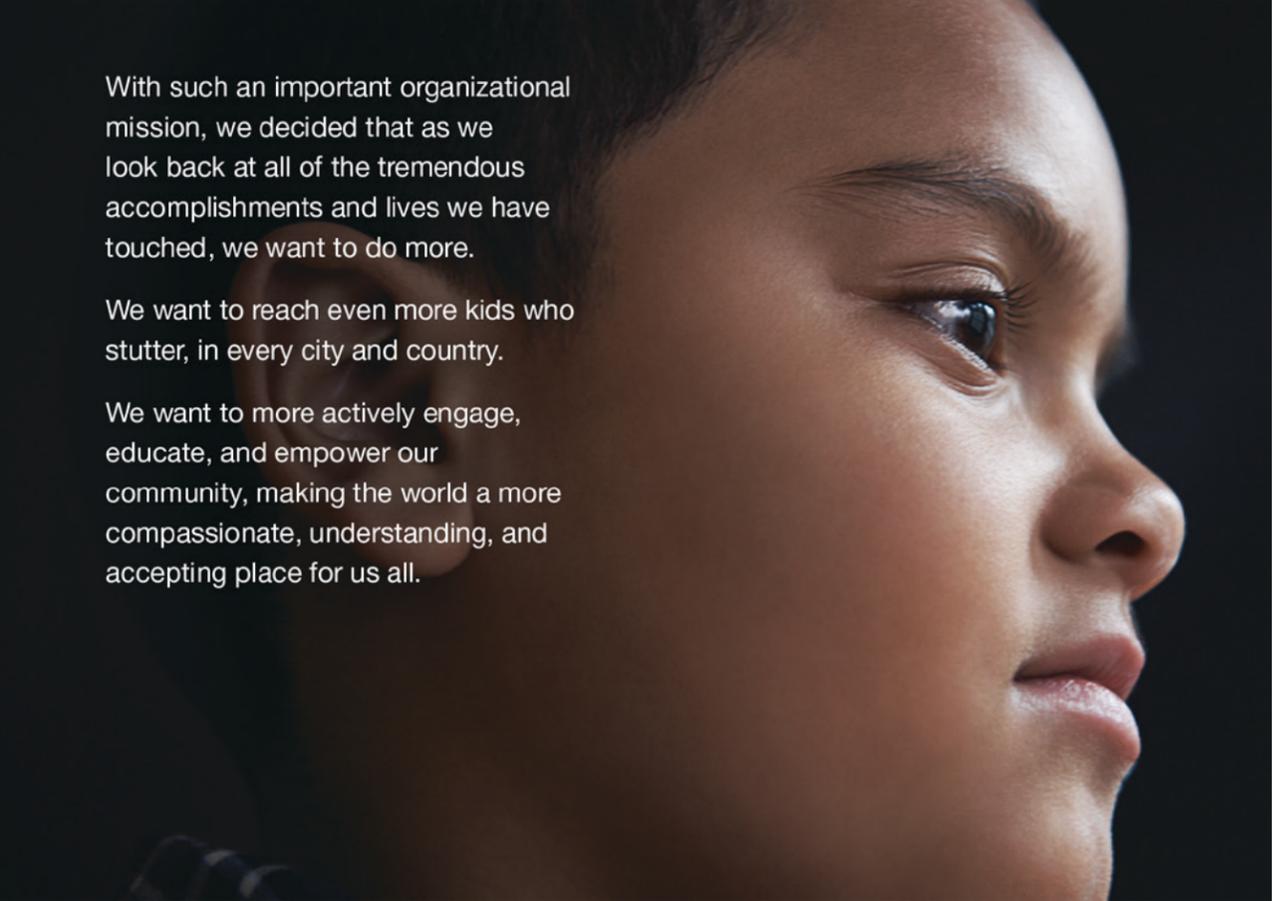
Over the past few months, we have explored a number of names, and along the way, we've learned that there is the thread of a human gesture that ties all that we do together. It is the human gesture of kindness.



It allows us to encourage young people who stutter to find their voices in the world, through whatever means their voices find their expression.

We believe every voice matters, and has the right to be heard.

Now it is Our Time
to say...



With such an important organizational mission, we decided that as we look back at all of the tremendous accomplishments and lives we have touched, we want to do more.

We want to reach even more kids who stutter, in every city and country.

We want to more actively engage, educate, and empower our community, making the world a more compassionate, understanding, and accepting place for us all.

Award-winning photographer Doug Menezes draws on decades of documentary work to produce imagery with a timeless, universal feel. He's shot campaigns for global brands such as Chevrolet, Nikon, Siemens, Hewlett-Packard, Emirates Airlines, Coca-Cola, Nokia, Microsoft, and the Sundance Channel, portraits for a wide range of national magazines, and image libraries for Charles Schwab, FedEx, and many others. "I'm all about storytelling, and I'm a student of human behavior," says Doug, "so my pictures express an emotional aspect of the human experience. And this gives them an authenticity that allows people to relate to my subjects."



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