

Elena Lusenti:

A Warm Heart
in ICELAND



Puissance America has discovered a rare gem in the equestrian world:

PHOTOGRAPHER ELENA LUSENTI.
ITALY IS A NEST OF TALENT AND CREATIVITY, AND
WE CAN SAY THIS ARTIST IS NO EXCEPTION.

Award winning photographer, Elena Lusenti, focuses her eye on the equestrian world, a world she knows well, having spent the best part of her life around horses. She competed in various disciplines, from show-jumping to polo.

Born in Milan, the mecca of modern design, she attended catholic school as a young girl. Being a rebel at heart, Elena decided she needed to go somewhere different and applied to an exchange program during her teenage years.

To her surprise, she was assigned to go to Iceland. There, she quickly fell in love with the feeling of isolation in the middle of nature. She got her first taste of having an equine friend there in an uncompetitive manner.



“Those key formative years strongly shaped who I am as a person and artist. Iceland is such a nature lover’s paradise, you cannot help but fall in love with the wilderness. Weekends were spent with teachers and school-mates in remote country cabins, riding in powder snow and gazing at Northern Lights. At the time I lived there, Iceland was still off the travel map. Crime and violence were unknown. You felt as if you were living on a distant, magical planet.”

But after her Icelandic adventure she pursued the value of education forged by her family and received an MBA in California. Following this, she lived in New York and worked on Wall Street. After her first paycheck, every evening after work was finally spent at a barn. She also decided to take photography courses in her spare time.

Shortly after, she found the horse of a lifetime, Larone, or he found her she says. “If you love what you do, life opens doors for you that you had never dreamed of...” After winning the High Amateur division in the National Horse show in New York, and a streak of successful shows, she had to sell Larone, but happily sold him to a rider whom she says “loved him as much as I did”.

“After selling Larone I stopped competing and decided to quit finance and focus on photography,” she recounts. Her usual subjects are equines and equestrians, bringing a fresh approach to presenting the face of equestrian sport such as her candid shots for FEI riders. Yet to really capture the human spirit she continues to travel to every corner of the world, and her fine art images are sold in art galleries such as Keyes Art at WEF, Palm Springs and the Hamptons.

When you admire her photography portfolio with shots taken in places like Salvador de Bahia and Havana, or a sensual swimming pool, you understand her defiance to play safe and by the rules. Her amazing photography skills capture the essence of beings in a free reign manner. With contrasts in color and adapting to the scene, she can click to capture a treasure in every situation and place. Her forte is encapsulating the outside world into a still moment with her camera. Her sensitivity is felt by anyone who marvels at her work.

Elena’s love affair with Iceland is still burning in her heart. She goes back every now and then and likes to spend time in remote villages among horses and farmers.

“ THIS PROJECT IS THE VISUAL EXPRESSION OF MY LOVE FOR BOTH HORSES AND ICELAND. ICELAND AND ITS HORSES ARE STILL PURE, FREE AND UNDAUNTED IN SPIRIT.”

As cosmopolitan and free spirited as Elena can be, she considers Wellington as the place that feels most like home. This is where she can be with the people who have shared their passions together for many years. But truth is, the place this artist really thrives is behind her lens, no matter where she is.

www.elenalusenti.com

