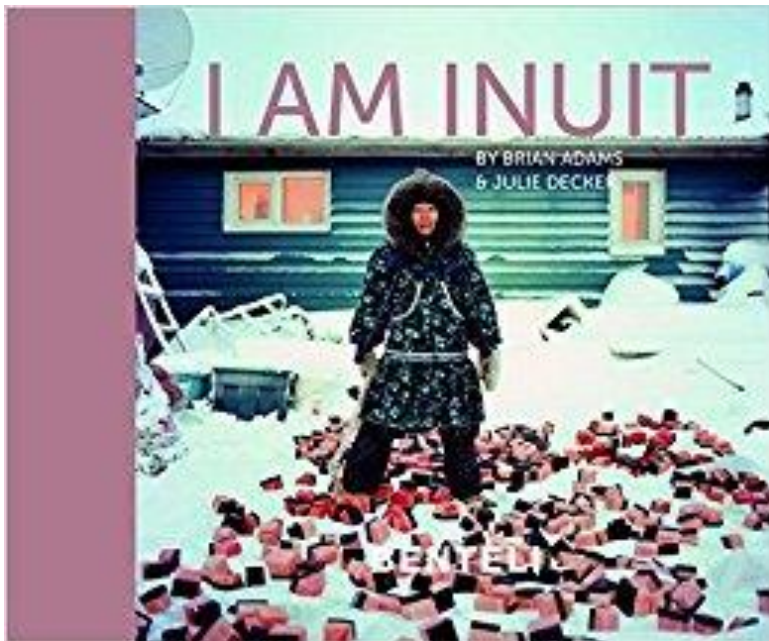


# Spotlight

Friday, March 9, 2018

I AM INUIT is a project started by the Inuit Circumpolar Council Alaska to raise public awareness of the Arctic and humanize a part of the world that is often misunderstood. Originally a social media project, it began in 2015 when Inupiaq portrait and landscape photographer Brian Adams travelled to sixteen Alaskan villages to document the life, culture, and personality of the area. While it is unfortunate that Inuit people outside of Alaska are not represented (there are no stories from Canada or Greenland) the book is a fascinating window into many small and isolated communities in Alaska from Utqiagvik on the Arctic Ocean to Hooper Bay on the far west coast. Alongside these portraits, he collected stories highlighting the rich history of the area that is now Alaska. With an aim to connect people outside of the Arctic with the vibrant and resilient culture of the North the photographs and stories have been collected into a beautiful large scale art book.

The book is approachable and easy to read while at the same time not shying away from the powerful forces and pressures impacting the Arctic today including colonialization, climate change, and economic development. Making a strong argument that the future of the Arctic must be connected to the land and its people the book tells a powerful, ongoing story about what it means to protect and celebrate Inuit culture and the northern way of life.



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