



## Photoshop Fans Celebrate 20 Years

### DESIGN/PUBLISHING

#### Activision Blizzard

"Happy anniversary, Photoshop! The ubiquity of Photoshop lets us easily transfer concept art created by our game development studio directly to our digital agencies for post-production, helping us work more efficiently, maintain the integrity of our game designs, and ensure the highest quality content and correct brand representation at all of our digital touchpoints."

~ *Carlson Choi, director of interactive marketing, Activision Blizzard*

#### AgencyNet

"Congratulations on two decades of empowering creators to create. To this day, Photoshop is as relevant and essential to our success as any tool in our arsenal."

~ *Rich Lent, chief executive officer, AgencyNet*

#### Big Spaceship

"At Big Spaceship, we've spent countless hours, weeks, months and years working inside of Photoshop; now almost a decade. What amazes me is that even the most seasoned pros are still learning, every day. It's boundless. And that empowers us to innovate. Though I lived in one, I can no longer imagine a world without Photoshop. Its impact has literally changed the way we see the world."

~ *Michael Lebowitz, founder & chief executive officer, Big Spaceship*

#### Blitz Agency

"For the past two decades Photoshop has changed the face of design and the way we add depth to our art. I look forward to what we will be able to create together in the next 20 years!"

~ *Ken Martin, chief creative officer, BLITZ*

#### Dennis Publishing (UK)

"Dennis Publishing is proud to have used Adobe Photoshop for well over a decade. Across all our titles be they print, Web, or eMags the applications of Photoshop are so diverse and its ability to transform ideas into popular brands so powerful, it has become the only real option for any publisher or modern designer."

~ *Russell Clark, group arteEditor, iGIZMO and iMOTOR at Dennis Publishing, London*

#### Disney.com Network

"Adobe Photoshop is a powerful tool that allows our teams to create magical and entertaining content, bringing our characters and stories to life in new ways. Congratulations on 20 years!"

~ *Jason Davis, vice president, Disney.com Network*

### **Orange County Choppers**

"The power of Adobe Photoshop allows our creative process to be natural and responsive, which in turn, makes our design process more streamlined."

~ *Jason Pohl, senior designer, Orange County Choppers*

### **Showtime Networks**

"Photoshop continues to be the most influential production and design tool this industry has ever seen. Congrats on 20 years of great work!"

~ *Paul Nicholson, vice president Print & Broadcast Production, Showtime Networks*

### **Trek Bicycle**

"From the moment version 1.0 blazed onto the design scene, Photoshop has been an indispensable part of the Trek workflow. Visual images of our bikes and our athletes are our marketing lifeblood, and for the past 20 years Photoshop has touched every single Trek photo. From iconic studio portraits of our game-changing Y bike to countless inspirational images of Lance Armstrong — and even to archival shots of the red barn in which Trek Bicycle was born, retouched and proudly displayed at our headquarters as a reminder of how far we've come since our beginning. Congratulations, Photoshop, on how far you've come since your beginning. Thanks for 20 great years! We look forward to the next 20, and beyond."

~ *Eric Lynn, creative director, Trek Bicycle*

### **Vasava (Spain)**

"In a world ruled by the power of images, Photoshop has become the most powerful and versatile survival tool. Its impact on modern society is impossible to evaluate right now, but we firmly believe that those unknown to its possibilities will be considered modern illiterates in a few decades."

~ *Bruno Selles, founder, Vasava*

## **PHOTOGRAPHY**

### **Calvin Hollywood (Germany)**

"It might sound crazy, but I am addicted to Photoshop. Working with Photoshop enables me to add a personal signature to my pictures. Photoshop offers so many possibilities to adjust a picture and improve its quality. I hope there will be at least another 20 years of Photoshop."

~ *Calvin Hollywood, photographer and digital artist*

### **Joel Meyerowitz**

"Has it been twenty years already? It seems to me that Photoshop has been with me all my life and it just stopped being a teenager. I celebrate this occasion and the wonderful group of people whose openness and inventiveness have made Photoshop something greater than the sum of its parts. Truly, Photoshop has revolutionized photography and belongs with those other great photographic inventions like the dry plate, roll film, and the 35mm camera."

~ *Joel Meyerowitz, street photographer*

### **Tyler Stableford**

"Photoshop has opened an entirely new plane of creativity in my photography career. And equally importantly, it has fueled my enthusiasm as a digital artist. Thanks, Photoshop, and happy 20th!"

~ *Tyler Stableford, adventure photographer*

## EDUCATION

### **Savannah College of Art & Design**

"I don't believe it is an overstatement to include Photoshop alongside the wheel, automobile, and sliced bread in terms of human inventions that changed the way we live day-to-day. Photoshop has single-handedly re-imagined how we view the world. I've been using Photoshop for eighteen years and teaching it for ten. In that time I've found there isn't a more powerful tool for catapulting students' concept development and ideas to reality."

*~ Jason Fox, professor of graphic design, Savannah College of Art & Design*

### **University of Southern California (USC)**

"Adobe Photoshop has a unique history tied to the USC School of Cinematic Arts since its founding developers Thomas Knoll and John Knoll (alumnus) worked together thinking of 'animatic' and 'cinematic' artistic processes that needed to be created and happen digitally. For us here at Cinematic Arts it is the core gelling digital software that invisibly blends our artistic and cinematic visions and work together. It is the hidden giant behind all our creative work and we can't imagine ever working without it in the digital realm."

*~ Kathy Smith, associate professor, John C Hench, Animation & Digital Art, School of Cinematic Arts, University of Southern California*

## FILM & VIDEO

### **Gareth Edwards (UK)**

"In an Industry that has evolved and changed faster than any other, only one product has remained constantly the best – Happy Birthday Photoshop!"

*~ Gareth Edwards, filmmaker*

### **Pure West Films**

"I don't know what I would do without Photoshop and the flexibility it allows me to have in creating motion graphics for my projects. Congratulations on 20 years of impeccable service to us, the artists, who thrive using the software."

*~ Juan Carlos Pineiro Escoriza, chief executive officer, Pure West Films*

### **The Syndicate**

"I discovered Photoshop when I was 15 years old. It opened a door to creativity that I didn't even know existed at the time. I became addicted to it, and it let me travel through careers in Print, Web, TV and Hollywood. If I hadn't discovered it, my life would have gone in a completely different direction, and I'd probably be wearing a tie today. It was there when I was a kid, and it'll be there for my grandkids. Congratulations on 20 great years!"

*~ Ben Grossman, visual FX supervisor, The Syndicate*

## MEDICAL/NON-PROFIT

### **Centropa (Austria)**

"Since 1999, Centropa has used Photoshop, ever so carefully and with great respect, to make sure digitized snapshots, studio portraits and precious documents of Holocaust survivors — those few still living in Central Europe — would be preserved. We used Photoshop to carefully and gently bring out the best in these old pictures, trying our best to leave each photo as a record of its time and place. By the time we finished our interviewing and scanning with Photoshop, we had digitized 22,000 photographs and documents."

~ *Edward Serotta, director, Centropa*

### **Dr. Barry Press**

"Congratulations, Photoshop, on 20 years! With Photoshop Extended, Adobe has given medical professionals a great resource to help patients visually understand potential outcomes and treatment options."

~ *Dr. Barry Press, plastic surgeon*

### **NobelPrize.org**

"We're committed to delivering the best quality content — from information-rich videos and interactive educational games to the NobelPrize.org Web site itself — and Photoshop helps make that happen. We look forward to working with Photoshop for another 20 years!"

~ *Hans Mehlin, director of technology, NobelPrize.org*

## FACEBOOK POSTS

**Andy Chan Dra** Best editing software ever. . .

**Diane Fenster** a 20 year love affair

**Pete McGrath** Geezuz. I remember when you were born. I'm getting old ps. You've come a long way baby!

**Robert Kelleher** Layers of love to Adobe on Photoshop's Birthday. Remember the days when there wasn't layers and we had to save each move as a separate file. Yikes!

**Bartholomew Jay Squires-Spratling** Huzzah! Long live Ps.

**Zu-Sian Kuang** Congratulations!! Photoshop creates unlimited imagination & joy!!!!

**Paula M. Brathwaite** Wow. I remember when I started using it from Day One, back in university for design projects. Before that, it was MacPaint! Anyone remember that? LOL!

**Kelly McKiernan** Oh boy, I didn't need that "20 years" thing... I've been using Photoshop since it came on a handful of floppies. Tempus fugit.

**Daniela Faez Rojas** MY GOSH! 20 years! HAPPY ANNIVERSARY PS!!!

**Daniela Paz Muzzatti** Happy Anniversary PS, you change the way to see my world!

**Christopher Stoney** oh adobe PS, how your friendship means so much to me.

**Jeff Mahurin** really I've been working in it since it was a scanner plug-in... now I feel really old.

## TWITTER POSTS

**Red\_Ant:** Happy Birthday @Photoshop! 20 years old today - where would we be without you?!  
<http://ow.ly/15pZR>

**ffestudio:** Congratulations Photoshop! 20 years rockin' around the world!

**ResPres:** Have I really been using Photoshop for 20 years? Time flies when you're having fun...  
<http://ow.ly/165Du>

**aygul:** Happy 20th Birthday, Adobe Photoshop! :) I remember when you were only this big..."20 Years of Adobe Photoshop": <http://bit.ly/a5v7np>

**m\_tibus:** Wow, the photoshop is 20 years old. One of my friends showed me the 1st version on mac which was a single file.

**wdssigns:** I can't believe it's been 20 years since we first used Adobe Photoshop. Happy 20<sup>th</sup> Adobe and thanks.

**thepumpnickel:** Pretty amazing how far the industry has come. RT @aglewis106 20 Years of #Adobe #Photoshop

**truemc:** Photoshop changed everything!