



# DIVERSIONS

WORK HARD. PLAY HARD. LIVE THE LIFE.

## Lawyer uses creativity in his practice and in photography

By Patrick Newman

IT SEEMS EASY AT FIRST GLANCE to identify a rather gaping duality between the working life and recreational life of Attorney George Kamperschroer. A managing partner with Madison-based Neider & Boucher S.C. by day, Kamperschroer channels large amounts of his creative energy into a semi-professional hobby of photography in his spare time. While these two pursuits might not seem to sync with one another, his love of capturing images is one that has endured for decades, and one that he recently transformed into an organized business effort, creating his own photography company, Isthmus Photoworks LLC, in 2005.

Launching his own photographic endeavor was a logical step for Kamperschroer as his legal expertise at Neider & Boucher is focused primarily on setting up new businesses. His photographic style, however, gravitates more toward the “artsy,” attempting to collect unique images of life in downtown Madison and historical icons such as the capitol building and Monona Terrace. While these are certainly heavily photographed scenes, it is Kamperschroer’s philosophy that these locales must be approached from a fresh outlook that sets his work apart from the rest.

“I’m interested in things from different angles, different perspectives. You’ve got to get the right angles. I’ll go down to the Capitol for example... there are so many little unique things inside the capitol if you go looking for them. You can find these little ironwork w’s in the railings and all of the grill work... it’s really kind of interesting. You can get some really interesting angles.”

Kamperschroer’s search for unique perspectives has gotten him a fair level of public recognition. Several of his photo series have been featured recently in the Madison area. His “Capitol Reflections,” a set of shots made up of reflections created by buildings in the downtown area, is currently on display as a mural at the Dane County Regional Airport. Also, several of his shots from the series “Union Chairs” capturing the colorful chairs from the University of Wisconsin-Madison student union are featured on Downtown Madison Inc.’s Web site.

While out attempting to capture the right shots for these series, Kamperschroer will sometimes take as many as 200 shots and only find a handful of them that he deems usable. With this sort of exacting standard comes a need to invest much of his personal time to his hobby, especially since he is the sole employee of Isthmus Photoworks. Despite the time investment Kamperschroer maintains that his photography is still just a hobby and does not feel like work.

“It’s not something I have to do. You know I think even if it’s something you enjoy, if it’s something you have to do, it becomes work. It’s a diversion from the kind of work I usually do.”

While the connection between his knack for capturing the essence of downtown Madison living in photo form and spe-



George Kamperschroer’s photography collects unique images of everyday life.

cializing in business startups may not be readily apparent, Kamperschroer believes his professional life and his hobby meld on a creative level. The end products of either pursuit may not much resemble one another, but the frame of mind required to achieve them is one and the same.

“There are similarities. A lot of what we do in this business is viewed as not very creative. Look at what I do: selling businesses. It’s a lot of different pieces and angles that you’ve got to consider and you come up with something at the end which isn’t a real creative, cool looking thing. There is creativity involved with practicing law, [photography] is just more colorful and pretty than a binder of closing documents,” he says. **CRW**