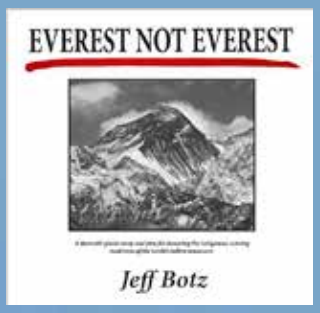


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Jeff Botz

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EVEREST NOT EVEREST REIMAGINES THE WORLD'S TALLEST MOUNTAIN THROUGH ART AND CULTURAL TRUTH

Author Jeff Botz presents a powerful photo essay honoring indigenous naming traditions while capturing the Himalayas with a striking artistic vision.

New York, NY, March 23, 2026 - ***EVEREST NOT EVEREST: A Dramatic Photo Essay and Plea for Honoring the Indigenous Naming Traditions of the World's Tallest Mountain*** offers a visually and intellectually compelling exploration of one of the most iconic landscapes on Earth. In this deeply reflective work, photographer Jeff Botz combines fine art imagery with cultural critique, inviting readers to reconsider both how we see the Himalayas and how we name them.

More than a traditional photography collection, the book serves as a poetic visual response to the grandeur and the spiritual depth of the Himalayan region. Botz approaches the subject with reverence, capturing not only the scale of the mountains but also the cultural and emotional resonance they hold for the people who live in their shadow. His work is described as a love letter to the land, its communities, and its enduring presence.

A defining feature of the book is Botz's use of large format black and white film photography, inspired by photo masters such as Ansel Adams and landscape painters from Casper David Friederich to Edwin F. Church. By working with the 8x10 inch camera he moves beyond conventional travel imagery to create photographs that evoke introspection and a sense of the sublime. The result is a body of work that emphasizes mood, depth and meaning over simple documentation.

The book also presents a thoughtful critique of the colonial legacy behind the naming of the world's tallest mountain. Botz challenges the use of the name Everest, arguing that it overlooks the indigenous names Sagarmatha and Qomolungma which reflect the cultural and spiritual significance of the mountain to the people of Nepal and Tibet where the mountain is located. Further, he writes that the use of the British name denies significant financial and psychological benefits to these people and countries.

The inspiration behind the book stems from Botz's desire to create images that go beyond the surface level beauty and address deeper questions of identity, history and and the aura of spirituality that has traditionally been associated with the Himalayas. His approach invites readers to reflect on how language, art and history intersect in shaping our understanding of the world.

This book is ideal for anyone interested in fine art photography, cultural studies and travel narratives that challenge conventional perspectives. It appeals to those who appreciate visual storytelling that is both aesthetically challenging and intellectually engaging.

Jeff Botz is a distinctive and thoughtful voice in this work, blending artistry with cultural awareness. ***EVEREST NOT EVEREST*** stands as both a visual acheivement and a meaningful contribution to ongoing conversations about history, identity, and respect for indigenous traditions.

The book is now available in ebook thru Amazon Kindle and as ink printed duotone edition at **www.jeffbotz.com**

For review copies, interview requests, or additional information, please contact: **jeffbotz@gmail.com**