

Rex Naden  
Viewpoint Gallery  
October, 2010

### The Imperative of *Natural Designs*

Nature is a Designer. She speaks in nuances and gestures but she does not hold back or demur; her intent is compelling, even ... overwhelming.

What does she mean to convey with her magnificent architecture? Why is her work speaking to me? Why am I being instructed?

Shall I presume to understand her purpose with logic?

No. I resolve to put logic and questioning aside. These are artifacts of man that can only diminish nature's message.

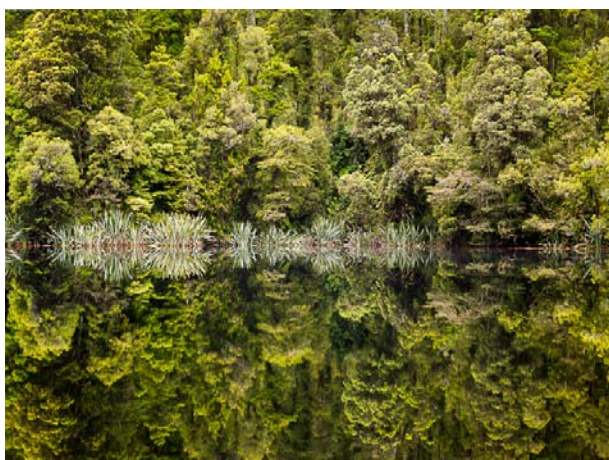
Instead, I place myself in view of her work. I capture photographs purely on my emotions. My prints attempt to interpret her language.

I offer these images to you as my response to nature's design imperative.

### Biography

My passion is landscape photography. I began during graduate school in 1969. I am the protégé of well-known landscape photographer Charles Cramer. Together we teach five advanced classes per at the Ansel Adams Gallery in Yosemite Valley, and in Silicon Valley.

My work is in the permanent collections of Santa Clara Towers, Filoli Gardens, Courtside Club, and at numerous businesses, medical clinics, and private homes. I am represented by art consultants Suzy Locke and Carol Dabb.



My image [Lake with Flax and Red Gum Trees](#) is hanging in the [Smithsonian's Original Building \("The Castle"\)](#) in a six-month exhibit which is expected to be visited by one million viewers. In addition to this Exhibit at Viewpoint, I have two more exhibits scheduled for 2011.

I am a Trustee of the [Center for Photographic - Arts](#) in Carmel, CA. This historic Gallery was established by Ansel Adams and Brett Weston in 1967. I serve as chairman of CPA's Exhibit Committee.

I spent thirty-five years in the semiconductor industry. I served as CEO and Chairman at Teknovus, the leader in fiber to the home chip sets; the company was recently acquired by Broadcom Corporation. Prior to Teknovus, I worked with several startup chip companies, including Atheros Communications, the world's leader in Wi-Fi chip sets. I spent 14 years with VLSI Technology and 11 years with Texas Instruments. I hold B.A, M.S. and Ph.D. degrees in Electrical Engineering from Rice University and fourteen US patents.

Rex Naden  
[www.rexnaden.com](http://www.rexnaden.com)