Artist Profile
By Dennis Spear

Kent Lacin

"The camera is an instrument that teaches people how to see without a camera."
– Dorothea Lange

(above top right)
Kent Lacin in front of what may become Upper Westside along El Centro Road in Natomas.

top)
The open fields of Natomas looking West.

(above)
One of the beautiful farm images looking toward downtown Sacramento from Natomas

(right)
Looking West through thisles to our valued Natomas farmland

Working with Heather Fargo on the future of Natomas, I found that a respected photographer, Kent Lacin, was involved. Lacin is a professional media leader in the Sacramento Region.

Lacin's work has contributed significantly to Northern California's creative community over several decades. Best known as the founder and owner of Kent Lacin Media Services, he built a career that combined artistic vision, technical expertise, and a passion for storytelling.

Kent's parents gave him a Pentax camera at eight years old, sparking a lifelong fascination with photography. He also cultivated a love of drawing and jazz piano, interests that are still important today. During his college years, a transformative trip through Europe inspired him to pursue art more seriously and ultimately led him to focus on photography and visual storytelling. It also inspired his Buddhist philosophy that resonates even now.

Lacin uses a Canon 5D mk3 for his professional work, as does N magazine, (Canon 80D) but Kent found that a small Ricoh GR4 has remarkable quality and is less obtrusive when being used. The images by Lacin in this article represent the openness of the Natomas landscape as he sees it. Kent expressed concern that pressures in Natomas will destroy open space, farmland, and wildlife habitat that have long been protected through prudent planning efforts and agreements. He is involved in activities that emphasize responsible growth, and careful management of land use. Kent understands that the Natomas Basin contributes to the region's environmental health and quality life.

Kent, as a member of 350 Sacramento, a local grassroots organization committed to a sustainable future, applies his filmmaking art to issues like climate change. Kent completed *the Environmentalists of the Year 2021*, a film celebrating ECOS' (Environmental Council of Sacramento) award winners.

Kent's creativity transcends photography and film, to jazz piano. His piano work is worthy of being recorded for sale, and his group "Potential Jazz Ensemble" plays publicly from time-to-time.

Kent Lacin is still creating content for a purpose. His photographic images of the Natomas Region show the beauty that many are trying to preserve. N magazine is honored to have Kent Lacin profiled in our pages and represented on our September cover.

Learn more

ECOS
www.ecos.org

Natomas Basin Conservancy
https://natomasbasin.org

350 Sacramento
https://350sacramento.org

City of Sacramento
www.cityofsacramento.gov