

Paul Morrison

Paul Douglas Morrison is a defining visual chronicler of Canadian skiing's rise to global prominence. Arriving in Whistler in 1973 with a camera and a vision to become the first full-time year-round ski photographer, he spent more than five decades producing imagery that appeared on over 200 magazine covers and in virtually every major ski publication in the world. As Senior Staff Photographer for Whistler Blackcomb for 36 years and a senior contributor to Powder and Ski magazines, he was the lens through which the world came to understand and desire the best of Canadian mountain skiing. His collaborative visual repositioning of Whistler Blackcomb, documented by David Perry (former VP Sales & Marketing at Whistler/Blackcomb and founding President of Alterra Mountain Company), is credited with driving the resort from a misunderstood #2 to the #1 ranked ski destination on the planet. Paul survived an avalanche burial, endured the physical cost of five decades in the mountains, and was ultimately diagnosed with Parkinson's disease all without compromising either his output or his generosity. He mentored generations of photographers and filmmakers, championed Canadian athletes when the mainstream ignored them, and built a photographic legacy that will define the sport's visual history for generations.