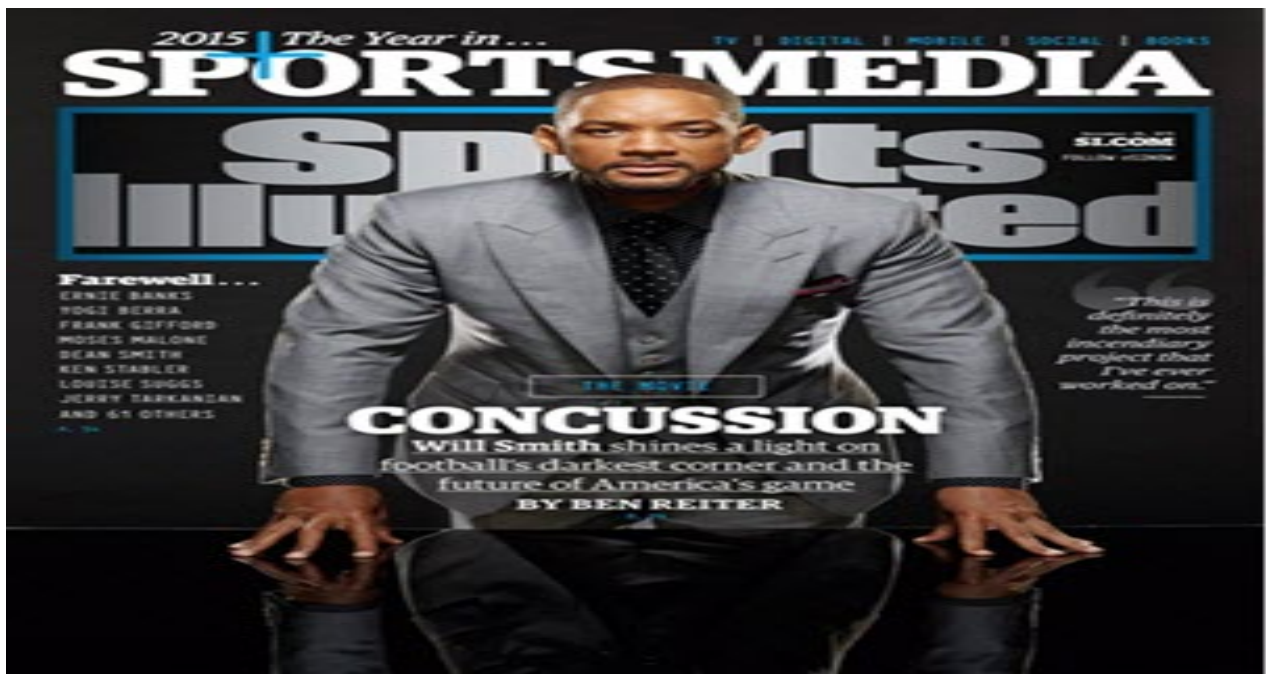




Will Smith SI Cover Shoot Behind-the-Scenes Video with Michael Grecco

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Los Angeles, CA / Photographers PR / November 29, 2018 / Actor and celebrity Will Smith is one the most bankable movie stars worldwide with his films having grossed more than \$7.5 billion at the global box office. Smith has appeared on many magazine covers, including a Sports Illustrated cover, shot by celebrity photographer Michael Grecco with rare behind-the-scenes video of the two hour cover shoot just released.

According to Forbes Magazine, Smith's combined films grossed more than \$7.5 billion at the box office worldwide, making Smith one the most highest-paid and top movie stars in the world. 17 of the 21 films in which Smith has had leading roles have amassed worldwide gross earnings of over \$100 million each, with five taking in over \$500 million each in global box office receipts.

Sports Illustrated (SI) magazine cover of actor Will Smith by celebrity photographer Michael Grecco. Source: SI.com

This has also made Smith one of the wealthiest actors thus far in his career, with an estimated celebrity net

worth just north of \$300 million. Forbes 2018 Celebrity 100 Earnings list ranks Smith #71, having taken home \$42 million so far this year. "This was the second time I did a magazine cover shoot with Will Smith," said Grecco.

The Sports Illustrated cover featuring actor Will Smith was prior to the release of the movie Concussion. Smith played the role of Dr. Bennet Omalu, who helped discover CTE and linked it to football-specific head trauma after performing autopsies on deceased Pittsburgh Steelers players. The movie chronicles Omalu's struggle against the NFL as he fought for the league to take notice of the danger he believed the sport presented to players' brains.

Grecco continued, "Will Smith was great to work with. He is very low key and still brings a high level of energy and professionalism, while being relaxed and having fun during the shoot all at the same time."

Sports Illustrated was experiencing a hard time finding just the right photographer for this cover. The Director of Photography for SI was Brad Smith, who previously hired Grecco for many past shoots. They happened to be meeting together in New York City when the Director of Photography learned of Grecco completing a successful cover with Will Smith in the past. Grecco was immediately retained for this cover shoot.

"Whenever I capture images that are fun, powerful and engage you, that is what I live for. That is what the Will Smith Sports Illustrated magazine cover delivered," stated Grecco.

A complete behind-the-scenes video of the Will Smith Sports Illustrated cover shoot by Michael Grecco can be viewed at <https://michaelgrecco.com/case-studies/sport-illustrated>.

About Michael Grecco:

Michael Grecco is an extensive award-winning Celebrity Photographer and Creative Director with a photography career spanning 41 years, with studios in both Los Angeles, CA and New York City, NY.

Grecco's cover shoots of other business and entertainment industry heavyweights are numerous. Other notable publications and magazine covers Grecco's photography work has graced, include: Forbes, Business Week, TIME, Newsweek, People, Harper's Bazaar, GQ, Maxim, Esquire, Playboy, New York Magazine, LA Times, TV Guide, Entertainment Weekly, ESPN Magazine, Men's Health and Sports Illustrated, just to name a few.

Grecco can be found traveling the globe over 200+ days each year on high-end commercial, advertising, editorial and entertainment photoshoots and cover shoots for many recognizable celebrities, iconic business greats and global brands. For more information on retaining Michael Grecco and his creative team, call

+1-310-452-4461 or visit <https://www.MichaelGrecco.com>.

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