

on the RISE

By Alice B. Miller

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POUL OBER

This shot, part of a story I produced and created for my new portfolio, was planned start to finish. The concept, casting, location, production and great crew made it happen.



PHOTO COPYRIGHT © POUL OBER

Photographer: Poul Ober (poulober.com), Brooklyn, New York
Went Pro: In 2005, Williams-Sonoma hired me to shoot its "Hold Everything" catalog.

Photo Specialty: Photographing interiors and architecture. In 2007, I decided to add a human element to my interiors and began to create a portfolio that combines existing shots with images of people in interiors.

Photo Passions: Traveling and seeing new places; maybe it's a curiosity of always wanting to know what's around the next corner.

The Attraction: No one thing drew me to photography; it was more like many events and a realization that I had a creative side.

Mentors/Inspirations: I assisted Simon Watson for several

years. He taught me a lot and has opened doors for me in the business. We are good friends; I still seek his advice. Irving Penn, Richard Misrach, Robert Polidori, Edward Burtynsky, Nadav Kander and Erwin Olaf inspire me. Where I live I am surrounded by great photographers, who are my friends. They keep me inspired; I can always count on them.

Biggest Break: *Taschen's New York* book. Collaborating with Angelika Taschen, I gained access to many places and met interesting people. My name is on the cover of the 400-page book.

Best Tip: The photo business is changing all the time. You can't sit back and get comfortable; keep evolving.

Five-Year Goals: Shoot a couple of major ad campaigns each year; be more proficient at video and filmmaking.

Young Pros Share Their Inspirations, Big Breaks, Best Tips & Goals

Chance meetings, photo sharing, plum assignments and serendipity have played a role in jump-starting the careers of some of today's most promising photographers. Each of the young pros showcased here hails from a different photographic and geographic background and is driven by an individual, inspirational muse. As a group, they share but one common denominator: pursuing a dream. Here are seven stars on the rise.

MISS ANIELA

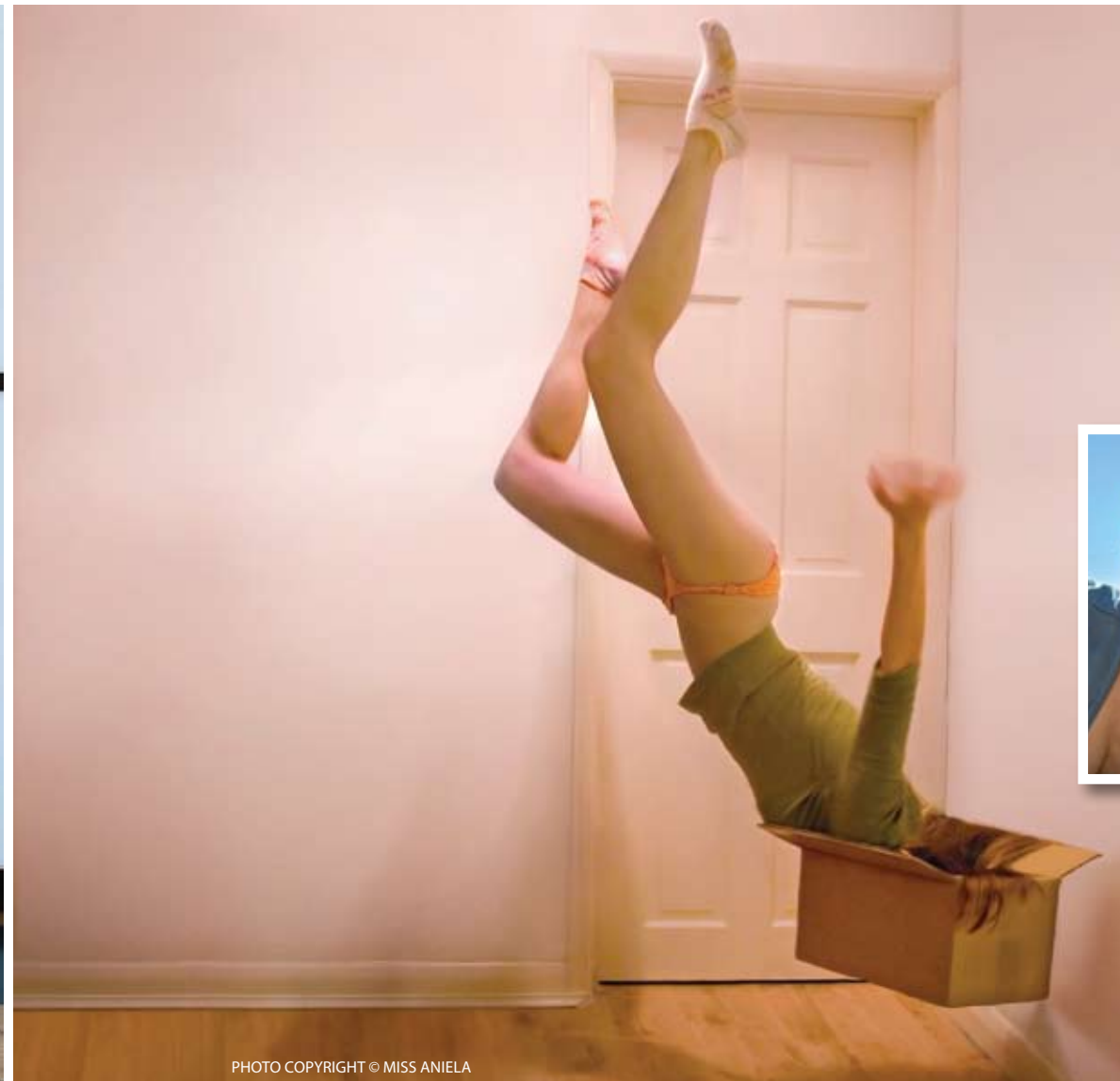
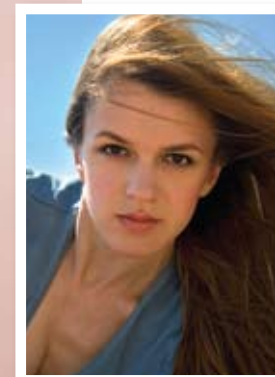


PHOTO COPYRIGHT © MISS ANIELA



(Natalie Dybisz)

In "The Smothering" I used compositing to convey the sensation of shortness of breath. I shot a series of images, including some with me hoisted into the air, to achieve the illusion of flying. Then I added the box.

Photographer: Miss Aniela (Natalie Dybisz), (missaniela.com), Brighton, U.K.

Went Pro: Started creating and sharing images in 2006, while studying for my B.A. degree. I became a full-time photographer in February 2009.

Photo Specialty: Self-portraiture. "Miss Aniela," my alter ego in digitally manipulated images, is cloned within a frame, or made to float, fly or levitate.

Photo Passion: Self-portraiture, the immediacy of digital and the limitless world of postprocessing. I enjoy the independence and control of using a digital camera, Photoshop and myself as a model. I love photo sharing and interacting with viewers online, who encouraged me to pursue my art.

Mentors/Inspirations: Rosie Hardy, a young U.K. photographer

who creates visually exciting imagery and shares it online. Artist Ros-sina Bossio inspires and encourages me. And I admire the work of Gregory Crewdson, Julia Fullerton-Batten and Ellen Kooi.

Biggest Break: A 2008 exhibition at a Madrid gallery led to my work being seen by other galleries at fairs and plans for future exhibitions with other fine art galleries; and having my photo on the cover of *American Photo* in the spring of 2009.

Best Tips: Give yourself value. Don't go into projects without knowing where you stand, don't be afraid to talk money, and always craft a written agreement for collaborations that involve your work or your time.

Five-Year Goals: Produce a large exhibition for the art scene and general public; present workshops in the U.K. and beyond; produce images that motivate people to tackle energy and water conservation, human overpopulation, and reduce/recycle resources.



PHOTO COPYRIGHT © ADRIANA MULLEN



PHOTO COPYRIGHT © GEORGE TENNEY

ADRIANA MULLEN

I focused on bringing out the food's beauty in natural light and keeping it simple. A black background brings out the blues and greens.

Photographer: Adriana Mullen (adrianamullenphotography.com), Watchung, NJ

Went Pro: 2008

Photo Specialty: Food photography and still life

Photo Passion: As a professional chef, I enjoy focusing on the beauty of food. I believe I am one of two food photographers who work with natural light.

The Attraction: Making a visual diary of my cuisine experiences.

Mentors/Inspirations: I have always admired Ansel Adams. For inspiration, I visit architectural websites; Frank Lloyd Wright is one of my favorites. Interior decoration is another source of inspiration. I never look at other food photographers' work.

Biggest Break: Haven't had one yet, but this article may be helpful.

Best Tips: Keep moving forward; strive for more. Now is the time.

Five-Year Goals: Thriving food photography business, possibly 30 clients. My work will be featured in food arts magazines and books by notable chefs. I have an idea now that I plan to pursue.

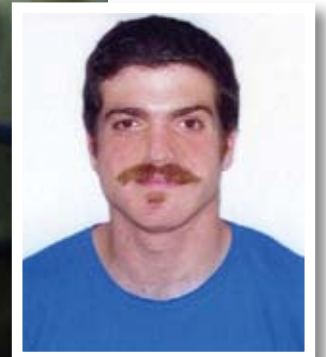


PHOTO COPYRIGHT © ZACK CANEPARI

This photo is from a longer project, where I spent lots of time with the subject, so our relationship—and the image—was stronger than if I had just met him on the street.

Photographer: Zackary Canepari (canepariphot.com), Los Angeles, CA

Went Pro: I shot for the *San Francisco Guardian* in 2006, but my first real gig was for *Time* in India in 2007.

Photo Specialty: I've earned a living primarily as a documentary/editorial photographer. Studios and big, expensive light kits turn me off.

Photo Passion: I like when I look at my photos and think, "These aren't bad." It doesn't happen often, but when it does, it makes it worthwhile.

The Attraction: Taking film classes at NYU, I loved the medium, but hated group collaborations. When I started shooting 35mm, I liked being in control of the process. I could do it well.

Inspirations: Seeing someone else's good work motivates me to get out there and shoot.

Biggest Break: *The New York Times* hiring me to shoot in Pakistan for eight weeks, which brought a lot of positive attention. Strangely, it didn't end very well.

Best Advice: This is a tough business. You had better really like photography, if it's what you choose.

Five-Year Goal: Very few photographers produce work that transcends the white noise that surrounds us. I'm not one of them, but it's important to strive to be, even if it takes more than five years.



We wanted more of a fashion look than traditional bridal—something crisp, stylized, lots of color.

TIFFANY & ALEX ALBOJER

Photographers: Tiffany & Alex Albojer (lifeimages.ca), Oakville, Ontario, Canada

Went Pro: We quit our day jobs in 2006 and never looked back. We both shoot. I am drawn to the business side; Alex, to the post-production side.

Photo Specialties: Primarily weddings, newborn portraits for previous wedding clients and family portraits sessions during summers.

Photo Passion: (Alex) Weddings, for the creative freedom our clients give us, the rush from unpredictability, the moments when I am allowed to be part of the day. (Tiffany) Portraiture, because each image is a part of me, what I saw and created as an artist.

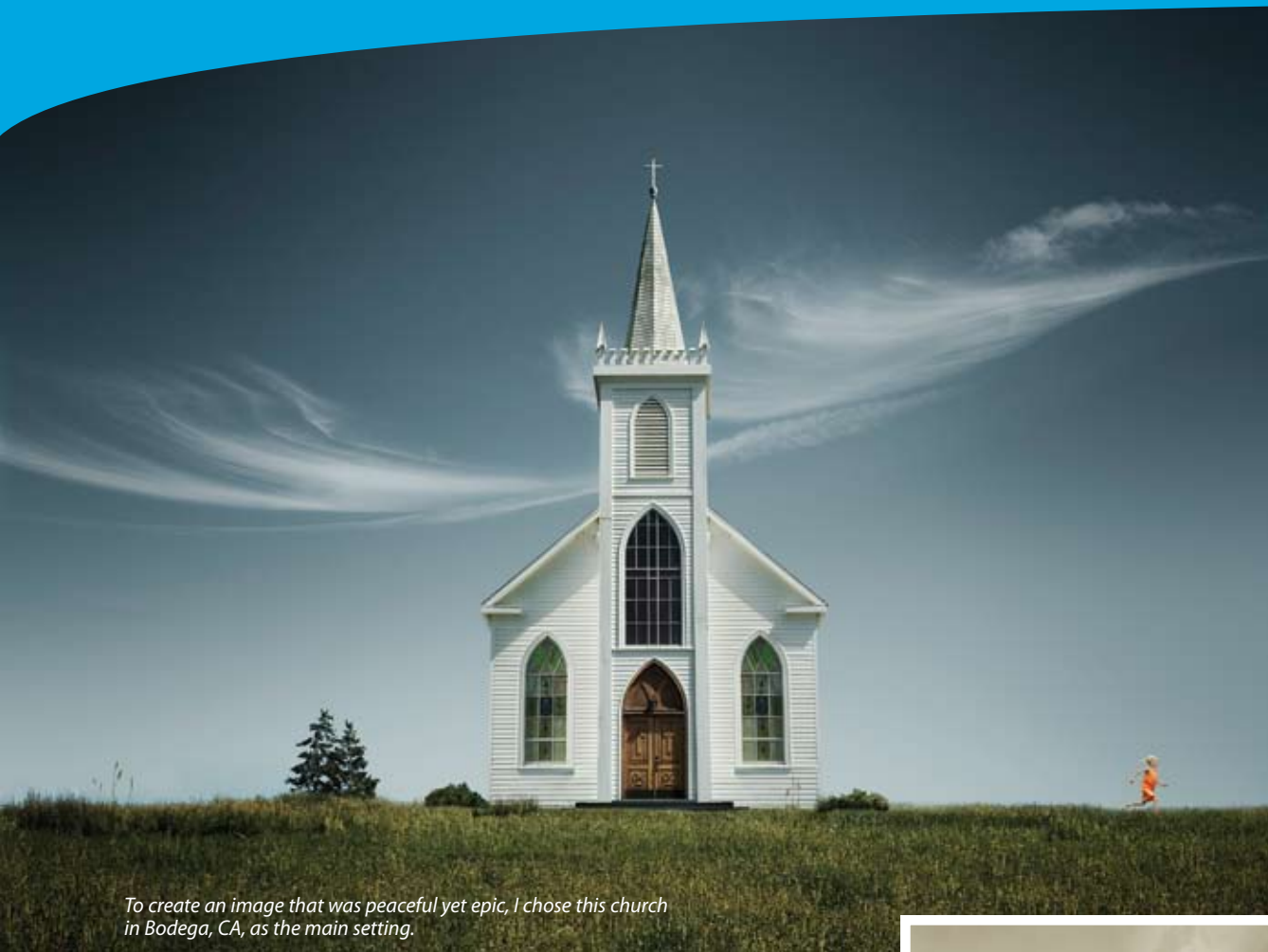
The Attraction: After traveling the world for eight months, taking thousands of photos, learning about our cameras, and experimenting with new techniques, we decided to pursue photography for a living, beginning our dream to do what we love.

Mentors/Inspirations: (Tiffany) Mike Colón pretty much taught me how to shoot digital. His philosophy is to get it right in the camera, so postproduction isn't intense. (Alex) I look at architecture, commercial and editorial work for inspiration. I draw inspiration from Frans Lanting, an amazing nature photographer. We love movies, so cinematography inspires some of our wedding and portrait photographs.

Biggest Break: A wedding at an exclusive venue gave us the chance to connect with a well known wedding planner. We earn a lot of work through her referrals.

Best Advice: "Do business now the way you would want to be doing business in five years," said Mike Colón, during his workshop.

Five-Year Goals: Do the six-month wedding season in Canada then travel around doing things to help people during the other six months. Help make a difference in this world through our images.



To create an image that was peaceful yet epic, I chose this church in Bodega, CA, as the main setting.

Photographer: Ed McCulloch (edshoots.com), Salt Lake City, UT

Went Pro: I started marketing my images in 2007.

Photo Specialty: Capturing interesting characters in dynamic environments.

Photo Passions: All things pertaining to composition and lighting. Shooting interesting people and beautiful landscapes. When the image comes together and it's exactly how I envisioned it, it's a great feeling.

The Attraction: I dabbled in landscape and architectural design and always wanted to be an illustrator, but lacking sufficient hand-eye coordination and math skills I turned to photography and fell in love with it. I started shooting landscapes and eventually turned to people and my own life experiences, which led to my current vision and style.

Mentors/Inspirations: Mountains, big skies, acoustic music, children's book illustrations, films, my life experiences and people I meet every day. If it weren't for my wife, Jenny, I'd be teaching high school English—which just isn't my passion.

Biggest Break: Recently signing on with agent Tim Mitchell and his crew at TMAR.

Best Tip: If you're going to dream, dream big and make it worth it.

Five-Year Goal: To be considered one of the best, most creative advertising photographers in the world.



ED MCCULLOCH

Have a favorite up-and-comer in this feature? Let us know. Email alice@plumcomm.com. Results will be shared in a future issue of *RangeFinder* and on the author's website, www.plumcomm.com.

Alice B. Miller is the owner of Plum Communications Inc. (www.plumcomm.com), the Long Island, NY, editorial services and marketing communications company that supports the photo industry. Previously the editor of Studio Photography magazine, Alice has a growing clientele that includes photographers, manufacturers, publications and associations. She is director of public relations for the International Photographic Council and an advisory board member of NyghtFalcon wedding, commercial and fine art studios.