

PROJECT 52 PROS 2013

THE PHOTOGRAPHERS AND THEIR WORK



PHOTOGRAPH BY TOMAS JANSSON

I have had the distinct honor of working with this amazing group of photographers for the last year.

It was a year of a lot of changes and challenges for me, and having this amazing group of people at my back was one of the most incredible experiences I have ever had.

I love them all... and their talent speaks for itself when you see the work they have selected for this book. We could have published a book 20 times this size... the work is that good.

So enjoy this portfolio of the images from the 2013 Project 52 PROS. I will have it front and center on my coffee table.

You all make me proud!

Don Giannatti

(For more information on Project 52 visit this www.project52pros.com)

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FLORA MC



I'm an Italian creative born in Milan, Italy, who traveled a lot around Europe and by now settled in South Sweden. Traveling is still a priority in my life.

Photography has been a part of my everyday since I was a child. My dad gave me my first Polaroid when I was four years and probably that episode decided more of my future than I could imagine.

I've been experimenting almost everything that has to do with visual communication and I never get tired of experimenting new ways.

Colors, forms and patterns are main themes in my pictures and composites. Whenever something talks to my eyes, I start creating. Fond of everything that is elegant and accurate, I use photography to describe the beauty I see in the world.

Digital artist is what I work mostly with today, and that includes for me digital photography too. I spend gladly many of my hours on Photoshop to create my own works of art. I consider myself a creative arty-pastry: nor this nor that but a lot of this, a lot of that and that is indeed a lot of fun.

www.floramc.se/







ANDERS ERIKSSON



Photography is like meditation to me. It makes me concentrated and calm and I can't imagine a life without it. I love being able to visualize, plan, gather props and finally capture a picture.

I am always trying to tell a story in my pictures and at the same time capture the beauty in every subject. I sketch with my iphone or pencil to create the scene and effect I'm looking for and I would be happy if I even for a brief moment could touch someone with my imagery.

I am inspired by how the 17th -18th centuries old masters handled light in their paintings and I try to incorporate this in my pictures. Furthermore I find it very inspiring to have participated in Project 52 last year. It has been a wonderful and invaluable experience of which I am truly grateful.

This year I will continue doing Project 52 and a couple of personal projects such as: "endangered crafts", where I will make environmental portraits as well as some still life on site. It will be a challenge in many ways but also a lot of fun.

braefoto.com







GIRISH BALSAVAR



I have been dabbling away with photography for years. It has always been my creative outlet from my regular exciting life as an engineer. People, anything creative and fun have always got my interests and have primarily been my subjects.

It wasn't till a good friend of mine Aditya Talwar introduced me to Project 52 and Don that i realized i had a potential to take it beyond 'dabbling'.

2013 will be a year to be remembered from that aspect, addicted like a kid to a video game, i have thoroughly enjoyed 2013 Project 52. Has really got me looking for light and when not there, creating it.. My inspiration and interests have not changed but i definitely have transformed the way I look at the subject.

Life is good, living it with photography is better. :)

www.luxkala.com







LuxKala Photography



IRENE LIEBLER



For a long time I only took pictures as a way of documenting my life and the people around me. I didn't do "personal projects" because I didn't have a good reason to. I was satisfied with being a graphic designer and raising a family. Plus, my pictures were average at best – I didn't know about lighting or how to make "art" with photographs.

Creating an image each week for Project 52 over the past two years has changed all that, and has opened my eyes to the world of photography and art. Now that I can see the potential of the tools and new skills I have, ideas pop into my head and I'm motivated to "create images" rather than just "take pictures".

As I look for inspiration for my own work, I find that I'm drawn to the whimsical and surreal, the humorous and conceptual. So naturally, it's the kind of work I like to create. I like capturing reality and transforming it... creating a world that is more colorful, more imaginative, and more fun.

This is the first time in my life that I'm doing something for myself – learning about photography, creating art and having fun! My goal as a photographer is to create images that inspire and tell stories in new ways, and open doors to the imagination.

www.ireneliebler.com/







BOB KNILL



Photographs are not an extension of my eye, they are an extension of my imagination. I am not capturing a moment in time, I want to show you a piece of our existence that could have happened or might still happen. What you do with that information is up to you. I photograph to show possibilities.

Humans are natural storytellers and story-seekers, and it is how we create meaning out of what happens around us. Every story is unique to each person; we each bring our individual experiences, judgements, and interpretations of events to create the narrative that fits for us. I create parts of stories. My goal is give you pieces of the story and let you craft the rest. I don't want to tell you the story; I want you to decide what it is.

The desire to simplify compels me. A good story contains no extraneous information, just what is needed to tell the tale. And I am inspired by the stories around us. Life is a series of events that's all. How well, you, strangers on the street make sense of those events is what drives me to create.

As you can imagine, editorial and advertising is about telling compelling stories. It seems a natural fit for my style of photography, as do portraits. Humans connect to other humans. We WANT to hear each others' stories. And I'll be happy to help you create yours.

www.bobknill.com



Breckenridge
BOURBON WHISKEY

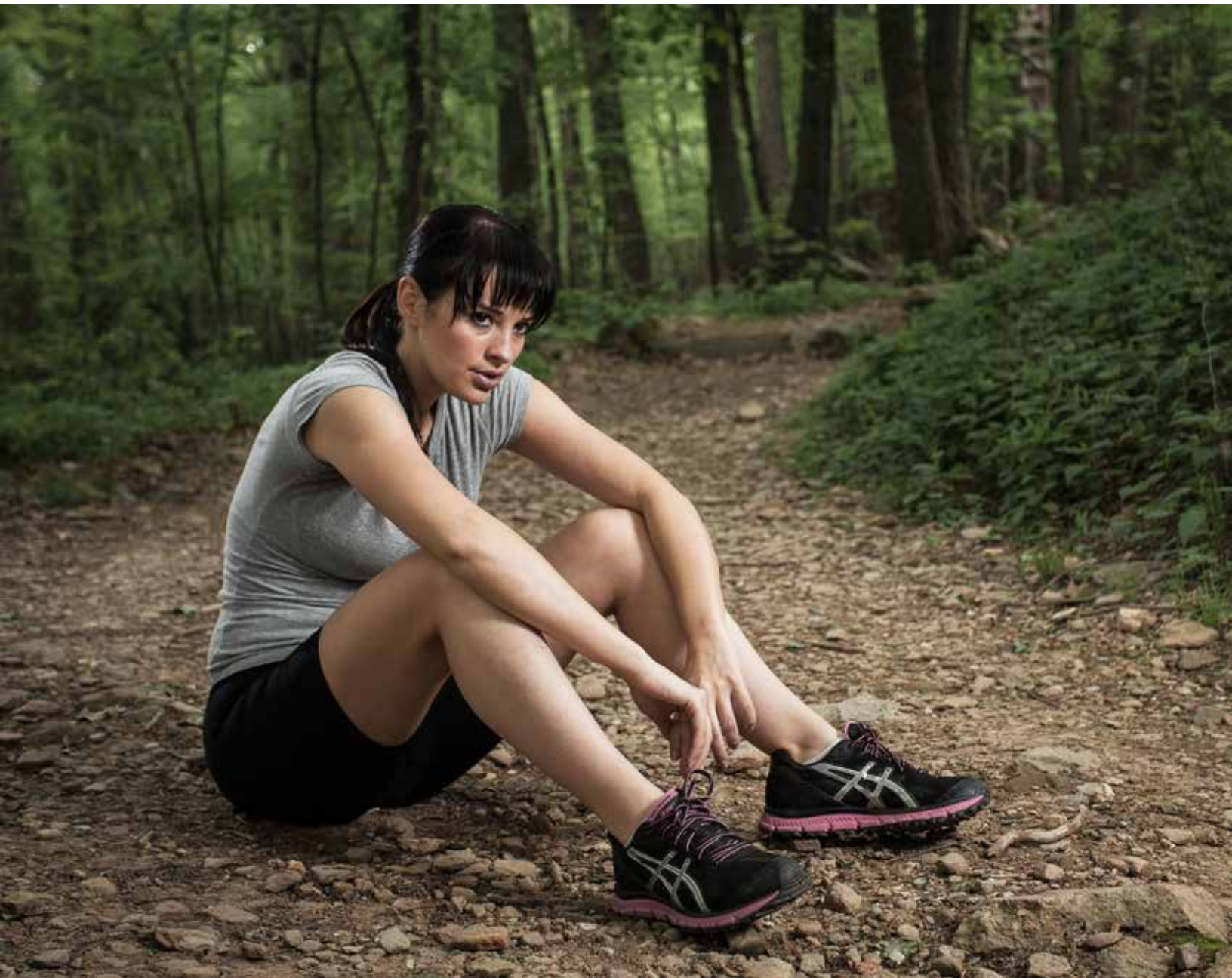
Special Release
A HANDCRAFTED BOURBON WHISKEY
MADE AT 9600 FEET WITH SNOWMELT
FROM THE ROCKY MOUNTAINS

43% ALC/VOL
(86 PROOF)
750 ML

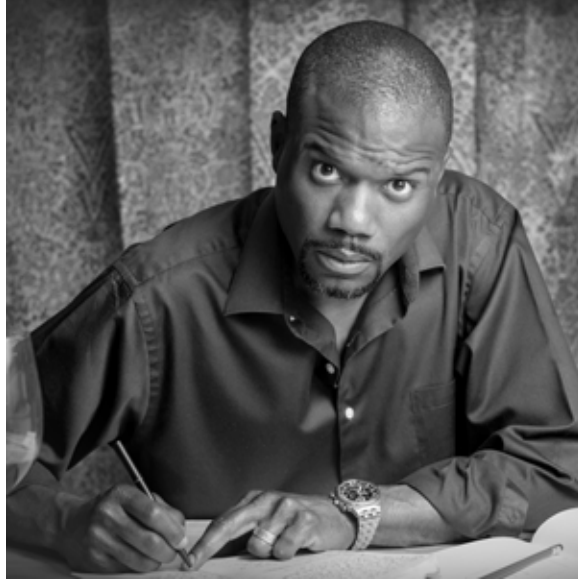


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PAUL DEVEAUX



I have always had something to do with the visual arts. From my early days of wanting to be a comic book artist, to my failed attempt at art school, to my concentration in computer graphics in undergrad, telling stories and communicating with images has been a big part of my life. Photography gives me an outlet to continue to tell stories through images.

The density and power of visual communication fascinates me. A picture is worth more than a thousand words if it can evoke an emotion, a feeling; those things that cannot easily be put in words. Moments are fleeting. A good photograph can transport us back to that moment and in a small way we can re-experience them. Being able to craft and design images that can create an emotional impact in the viewer, and transcend their context, that is the craft of photography. If I can use light, line, color, texture, focus, and contrast to take a simple Reuben slider and make someone hungry or actually cause their mouth to water, I have not only captured the moment but also communicated the essence of that moment visually. When you can feel the speed and hear the hum of the tires on the velodrome as a racer zips around the track, I have placed you on the infield with me. I don't try to make photographs that look good. I am hoping that I can make photographs that make the viewer feel something and take them somewhere. It is what I try to do every time I pick up the camera.

The next stage of my photographic journey will be governed and influenced by several projects that I have on the horizon. I have several ideas for projects that focus on the elements of family culture and the stories behind them. Baseball gloves. Bicycles. Grandma's secret recipe. These are the memories and stories that help shape and define our family lives, and ultimately who we are as people. Documenting and communicating these stories is what is next for me.

www.deveauxphoto.com







DAVID PRICE



I've been taking photographs of people and things most of my life, but mostly people. I find that my favorite images tend to concentrate on faces. Faces, especially eyes, fascinate and inspire me in that they can convey so much without saying a word. I love being able to tell people's stories through pictures. For me, it has always been about connection.

These past couple of years has been a learning experience. I haven't always had access to people to work with, so I've concentrated on developing my tabletop photography skills as well. My style has trended towards making uncluttered photographs that connect with a moment, an emotion, or a story. That's what I think about whenever I pick up my camera. I don't feel the need to make images that look over-processed. My subjects have varied widely, like my own interests. I am an Eclectic. In my mind, everything is important, and everything is inter-connected. That's my story, and I'm sticking to it!

I am David Price, and I am a photographer.

www.DBPricePhoto.com



2013 David Price



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JULIE CLEGG



I love photographing dogs. They are so quirky and fun. It's hard to have a bad day when you have a dog around. They are a part of my daily life and as much as I love photographing them, I really wanted to spend some time branching out into other areas of photography so that I could bring a fresh look back to my work with dogs.

I spent most of the last year learning about lighting. I had a fairly decent handle on natural light, but what really inspired me was how shots were lit in advertising. I would pull ads from magazines or take a quick shot on my phone if I saw something I wanted to dissect later. My goal was to go into any situation and know how to light it well. Although I have not mastered light, I do feel my knowledge and confidence has taken huge leaps over the course of one short year.

I am in the process of making a transition into Commercial photography and expanding my work in Editorial photography. Since taking on P52, I have developed many ideas and projects that have been keeping me busy every day, and I look forward to many great things ahead.

www.julielegg.com







DENNIS MONG



Creating an image is fun. It is one of the few things that, even if it is difficult or challenging, is still fun

My goal for every image is the same: to create an image that the viewer will be drawn into. I accomplish this by presenting the subject in a simple, yet dramatic way.

I am inspired by viewing the work of others. I love looking at what other photographers do and I take time each day to do so. I view photography like a language that is continually changing and evolving how and where it is used. In that context, one can never fully "learn" the language and must continually evolve with it.

www.dennismongphotography.com







KYLE JONES



This has been a fabulous year for growth as a photographer. Signing up for Don Giannatti's 2013 Project 52 Pros course has led to a significant improvement in my images. I now approach image making in a deliberate, thought out manner. Photography for me is like putting together a puzzle; the pieces are my ideas and props and subject. The final image represents the culmination of putting those pieces into place. It's the love of this process why I make images. Project 52 Pros has been the launching pad whereby I've improved my image making in a very short time period. Through the exercise of executing real-world assignments my photography has improved leaps and bounds.

The goals I have for my photography include continual growth in making authentic images that speak to people and connect with them on an emotional level. I eagerly wait for the day where I can see one of my images published in a local/regional magazine. Building my business is certainly a goal of mine. I would like to continue to push my boundaries of image creation to go beyond the already established and remain open to new possibilities.

There is no shortage of inspiration to reach the goals that I've set out to achieve. The Project 52 Pros Facebook page is filled with many talented aspiring and working professionals that share their knowledge freely and also links to photographers that I've yet to discover. I had never heard of Chris Chrisman or Kyle Johnson until I began the journey with the 2013 edition of Project 52 Pros, those two are both an inspiration and I cannot begin to tell you how many hours I've spent studying their work. I've also come to learn of William Cohea, a member of Project 52 Pros and working photographer from Pennsylvania and his love for the Adirondack Park, a place so very near and dear to me because I grew up a stone's throw away from the Park's boundary and spent many, many hours trekking the woods and waters of that beautiful land. So, yeah, that's just a bit of what inspires me.

I would like to thank Don for seeing this vision he had a few years ago come to fruition and am very grateful for his support throughout the past year as a member of the group and as a personal mentor as I took the leap of faith and quit my dayjob in October, 2013 to pursue my passion and parley it into a full time profession. Don't let anyone fool you, it is a very trying vocation that will test you beyond measure. The odds state that I'm on the losing side, not on the side of the house. However, I have had some small successes that kind of remind me of my golf game. Photography can mimic golf that way; it's that one great shot out of a full day of bad ones that keeps me coming back. It may not be my technical ability or business savvy that accounts for my success, it may just be my heart and persistence that wins the day.







MIKE MOORE



My goal is to make images that tell stories. I strive to make a fraction of a second stay in your memory whether it's a lifestyle photograph or a food shot. I make images for you to feel the essence of someone or make you hungry.

When given an assignment my first move is to sketch out my plan on paper. Sketching helps my creativity start flowing. When I'm creating a photograph I am looking to build emotion with light and shadows. It can be precise highlights on bell peppers or soft shadows from a large light source.

When lighting and composition are executed in a good way, the story seems to come together; that makes me smile. I get very excited when I feel I nailed the shot. For me, having this drive for making beautiful images keeps me motivated to study and practice this craft every day.

Happiness once felt like Consumer photography however, my path has taken a gentle turn into commercial photography.

I love photographing people in lifestyle situations, but the more I shoot still life, especially food, the more I fall in love with photography all over again.

www.mmoorephotos.com



COOKING WITH CHILI
a southwest tradition





TUCKER JOENZ



For me photography has always been a creative outlet. Sometimes to stop time and sometimes to create something magical. It's one of the ways I can express myself artistically. Over the past four years I've really learned the technique of seeing light and crafting it for the pictures I produce. How I like to approach a shoot is with a little of my film background meets a fresh, new look and feel.

The plan is to keep pushing my skills and imagination above and beyond, while pursuing a career doing commercial and editorial work...hopefully for national magazines and ad agencies. Inspiration comes from fellow Project 52ers as well as seeing photographers make their dreams come true and pushing that shutter button full-time.

Thank you all and continue to watch the growing process.

www.tuckerjoenz.com





POUR

THE JOURNAL OF THE BOTTLING MANUFACTURING INDUSTRY



MAY / APRIL 2014



PAOLO THOMAS



Food just makes me happy – eating it, cooking it, growing it and, latterly, photographing it. There are so many uplifting stories to tell around food – a chef’s scarred hands, a beautiful label on a jar of preserves, a long table of laughing diners, sunlight shining through the leaves of a currant bush, a half empty cup of coffee on a quiet afternoon - and I want to tell them all with my camera. And they are universal stories, the traditions, ingredients, cultures and techniques might differ from country to country and place to place, but our experience of food is a deeply human one.

I shoot and style still life food and also go out on location to restaurants, shops, farms and markets in search of those food moments and stories. Project 52 has helped me refine my craft, develop my point of view and gave me the confidence to believe that I could make it as a food photographer. I currently have a number of editorial food photography clients here in Seattle, and this year am hoping to spread my wings and gain clients in other parts of the US and back in my native Europe.

www.paolathomas.com







PETER DOPCHEV



While traveling alongside friends, an awareness of beauty within life itself took growth in me and photography came in as a tool for my expression. It all started because of my sports addiction – from riding the mountain slopes of Vail, CO and Park City, Utah through wakeboarding in the clear bay of Cape Cod, MA, to kitesurfing the south coast of Florida.

That inexplicable passion about this art has driven me since my first attempt at it - to depict that moment by a click of the shutter, thus enclosing it into a timeless vision.

For me, photography is a journey. A journey, which so far has led to friendships, adventures, some dissappointments and lots of fun. It is exciting - you never know for sure what it has to offer!

www.wideclosedshutter.com







ADI TALWAR



I make photographs because I cant help it!

Light, Shadow and Surface inspire me to create images.

www.aditalwarphotography.com



COOKING WITH CHILI

a southwest tradition



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KATHERINE GOODING



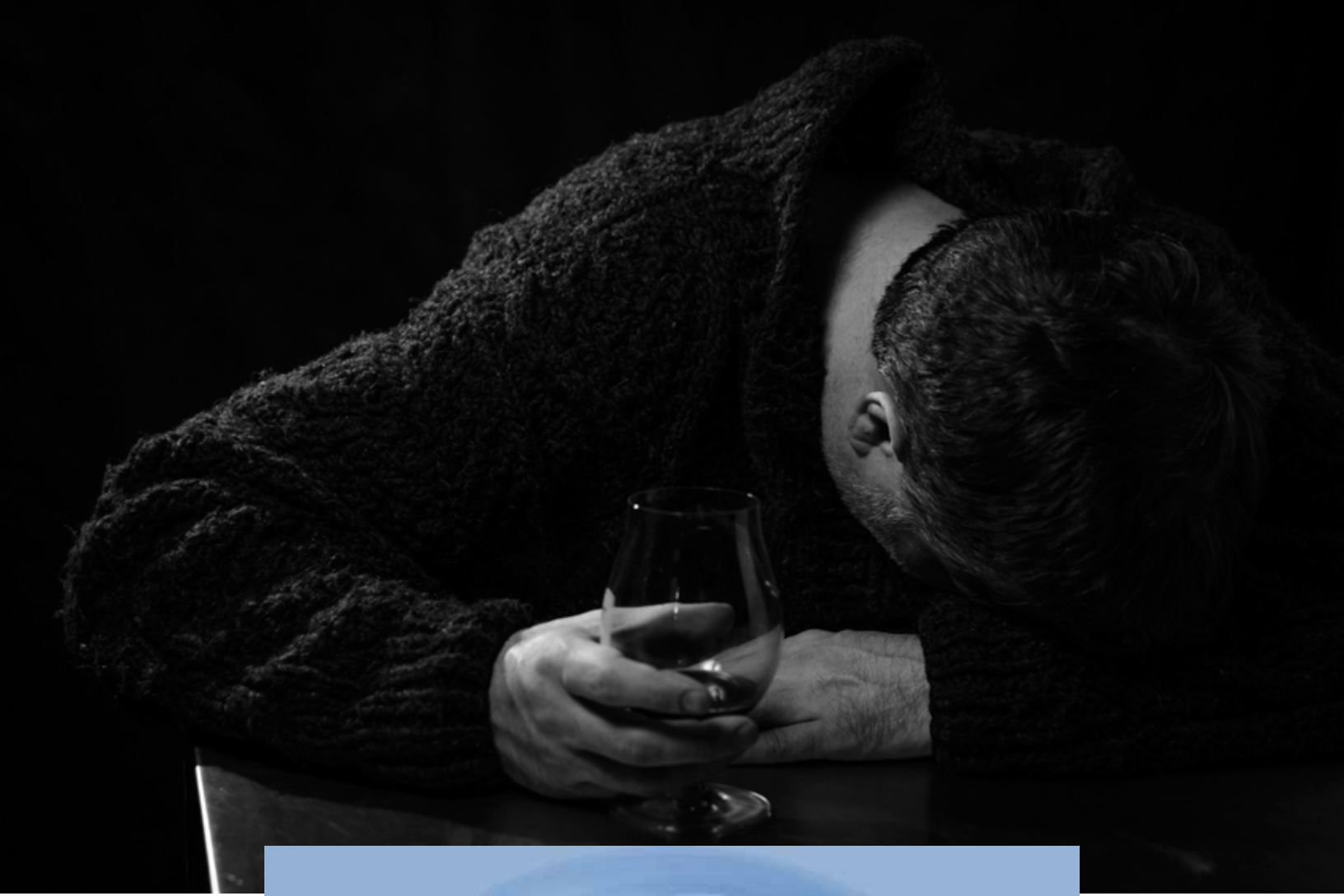
I have been taking photographs all my life, from a 110 click box, to 35mm, to digital SLR, I even tried a few underwater sessions while SCUBA diving. In college I worked on the paper so that I could get darkroom time. It is the one thing that I keep doing. In all that time my goal was to capture something, a landscape, a community event, a performance, an abstract flower, things that I largely had no control over.

In the last few years I see that in order to be successful I have to take charge of the entire process. The environment, the lighting, the set, the subject; my work is changing as a result. More deliberately creative if that is not too much of a juxtaposition. Less prolific but more focussed.

This year I hope to streamline my business & sales processes so that I can get back to the fun part... making great photos. You can see my architecture, interiors, and commercial work at my website.

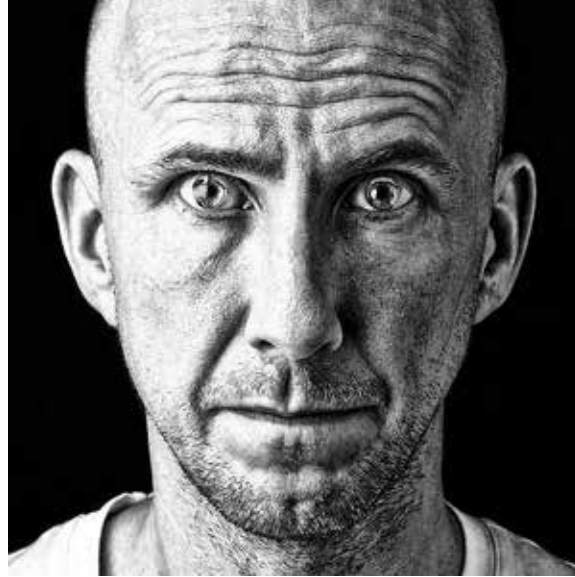
www.katherinegooding.com.







TOMAS JANSSON



I photograph mainly because I love to capture moments, preserve memories, and find and show the beauty of both living and inanimate objects. Nothing is so ugly that you can not show it in a beautiful or interesting way.

To make a picture and to have it clearly show a message is a powerful motivator. I shoot both for clients and for my own amusement. I love working behind the camera and going from initial sketch to achieving the goals in the finished image.

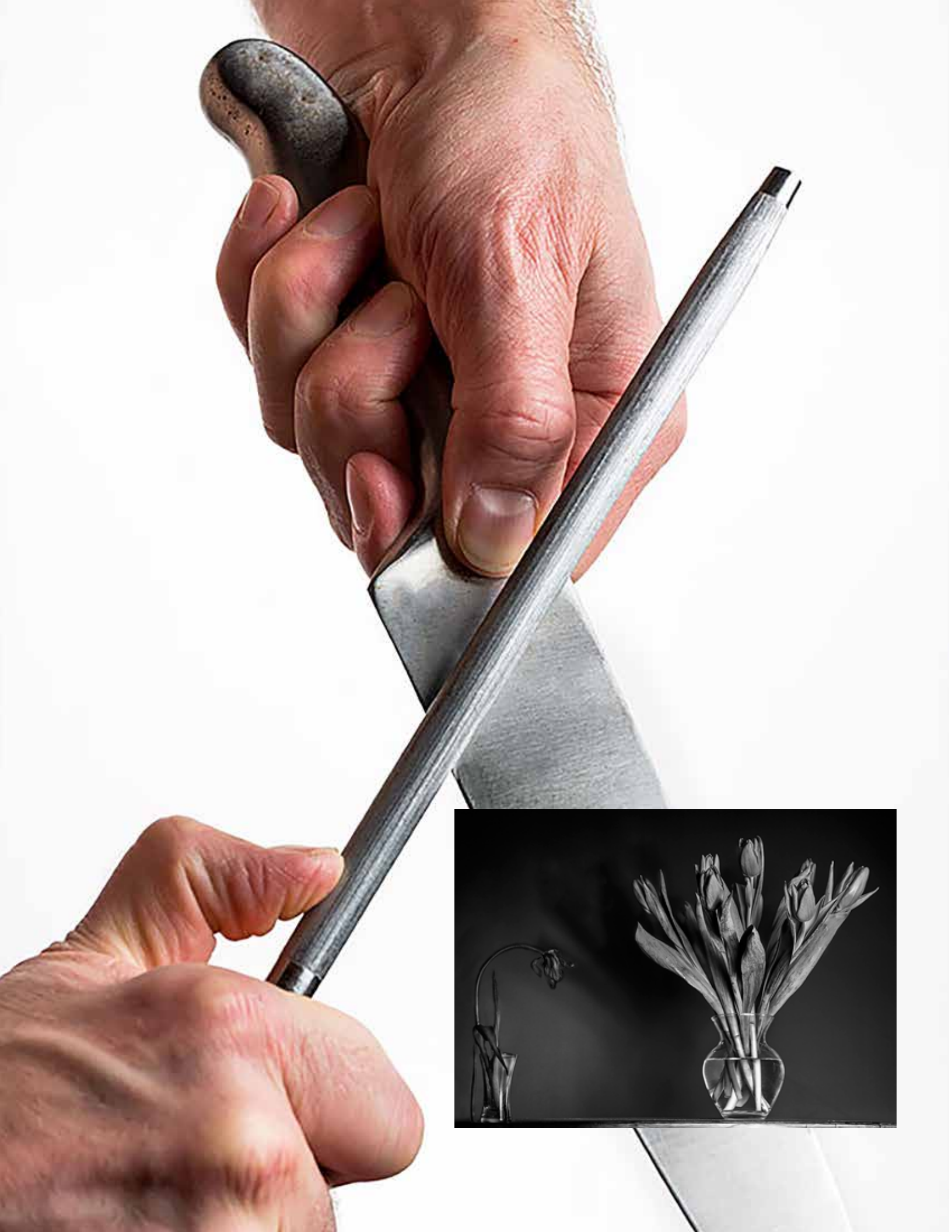
I have always enjoyed viewing and interpreting images. An image can have many messages, which makes image creation very interesting. It is inspiring to speak without words, using light and shadow to create feelings. Participating in Project 52 with Donald Giannatti has given me a great platform to stand on when it comes to lighting and imagery.

My goal with my photography is to eventually be able to work full time as a photographer. I love working and networking with people who share the same passion for the photographic image and its strength in conveying messages and emotions. In 2014, I will devote myself to another year of Project 52 and also work for clients through my company Visually-Photographer Tomas Jansson.

<http://www.visuellt.net>
(visuellt-Fotograf Tomas Jansson).







MCGUNN MEDIA



Writing about what photography means to us is kind of like explaining about a part of our personality.

Most will say that it's a way of expression, it's showing the viewer how they see the world. But ultimately it's because photography is a part of them - and we're no different.

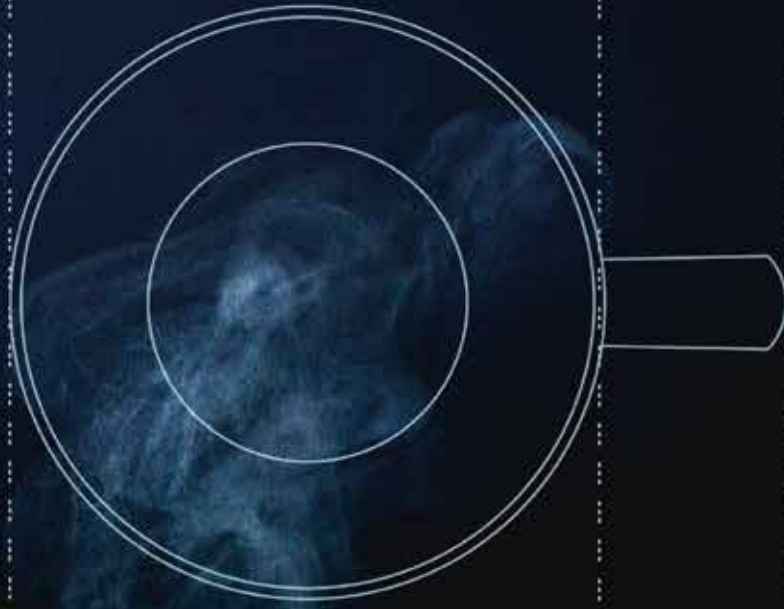
As humans, we are constantly evolving. And our photography is also an evolution process that always starts as a hobby. Then it stops being one after the first year or so, as you start learning to see the world in horizontal or vertical framing. You start looking at light all the time, and thinking about where you would position the camera, and how to isolate your subject against the background, even when you don't have a camera in your hands.

You move from photography just being something you do with a camera in your hands, into something you do unconsciously and becomes your second way of communication. It's now the way you show others your ideas and how you see things.

This process never stops, and continues to evolve into being something that suddenly looks like you. If you look hard enough at your images, at one point you'll see the body of your work as a thumbprint of your identity and collection of core values.

Finally, after spending countless hours hearing other artists discuss the process of finding their voice, you look at your own creations and realize that yours has been talking for a while now. You only have to listen to it to find out what it was you really wanted to say to the world. What your legacy will be.

<http://www.mcgunnmedia.com/>



MC
GUNN
MEDIA

Client:	Project52
Project:	Assignment 52 - Blueprint
Date:	2014.03.31
Revision:	Final - Print ready





PAULA PUFFER



Photography has always been a part of my life. My grandmother used to let me take pictures on her Brownie Junior 616 when I was a small girl. But I fell in love with photography when I was in high school and on the yearbook staff. Mr. Davidson taught me how to take pictures and develop black and white film and photos in the yearbook staff. After college I put my camera down for a while, but I came back to it in my thirties when digital cameras became the norm. I've gone from a Sony Point and shoot that had manual settings to my current cameras - Nikon Df and D800.

But it's not about the gear. it's about what you do with the gear you have. For me, photography is about telling stories and exploring the world. It's about being creative and finding new ways to express myself. Since finding Don on CreativeLive and then joining Project52 Pros, I've taken my photography to the next level. I've gone from being a natural light photographer to being able to use off camera lighting to help create the image I want. I've come better taking the concepts in my head and making an image from them. I am better at thinking on my feet and solving problems. I've become a better storyteller. And most importantly, I'm a better photographer and a better artist.

I look forward to seeing what the next years bring in my career as a photographer.

<http://www.paulapuffer.net>







RASMUS HALD



I make images because I need to make them. I have always been interested in making photos, but did not really start with photography until I bought my first digital SLR in 2007. Found out it was the creative outlet I did not know I needed, and since then I have been hooked!

I want to tell stories with my camera and I find that everyday people you meet on the street have just as many interesting stories to tell as the heroin addict or the homeless. Telling a visual story that answers questions, but also compels the viewer to ask for more, is my main goal.

When I started working on photo projects I found out that telling stories and working on something over a longer period of time is both fun and rewarding. That is why I see myself doing several other projects in the near future. I am currently working on several projects and my main one is the "Dog and Owner" project.

P52 has contributed a lot to my growth as a photographer the past year. It has taught me the tools I needed to do a serious job, and that is why my goal now is to start capitalizing on this newfound knowledge and skill set.

www.rasmusphoto.com







Thank you to all who take part
in this most unique experiment.
-- Don

For more information on Project 52 PRO series workshops, visit www.project52pros.com



PHOTOGRAPH BY Virginia Smith