

PHOTOGRAPHY SHOWCASE

NUMBER 1



andrewbutler.net



Client: MANOR Magazine

ANDREW BUTLER

Known for his documentary approach to photography, Andrew Butler is a professional photographer based in Exeter in the South West of England. His work, commissioned by clients throughout the UK and Europe, covers a range of subjects including: headshots and portraits, engineering and construction, as well as motor-vehicles.

Andrew's career in photography spans three decades, including periods of graphic and web design, where he has worked on high profile projects such as the Arts Award for Arts Council England. As well as his photography work, Andrew is a director of Design Credo a graphic design agency based in Exeter; he has an honours degree and won the Ted Wragg award whilst gaining his PGCE teaching qualification.

With absolute commitment to high-quality work, Andrew currently focusses on commercial photography projects shot either on location or from his studio in central Exeter.

Contact Details ([link](#))



HEADSHOTS & PORTRAITS

It's fair to say that being photographed doesn't always fit well with the British psyche. Furthermore, in this era of the 'selfie', being photographed by someone else implies a need for trust and an appreciation of the value that brings.

It is almost a mantra of Andrew's that the individuals who make up an organisation - commercial or not for profit - are an essential aspect of the brand DNA, and that there is often little reason to look beyond high-quality photography of the team when developing a brand image library.

Andrew Butler's work reflects individuals rather than popularised versions generated through software retouching packages.



Andrew Butler specialises in commercial headshot photography, whether from his Exeter studio or on location at the clients' premises. His work practices are collaborative; sitters are encouraged to be part of the process, and most headshot work is shot straight to the computer, allowing immediate appraisal.

Retouching is kept to a minimum; of high quality, it is always subtle and discreet. Andrew Butler's work reflects individuals rather than popularised versions generated through software retouching packages.

[Headshot Website \(link\)](#)



CORPORATE PEOPLE

Working for a range of large organisations, Andrew Butler is regularly invited to document corporate events through photography.

Typically the approach will be documentary and non-intrusive in style. Attendees and speakers alike forget that the event is being captured and therefore behave naturally and in a relaxed manner.

Events frequently generate a pool of images that can be used for news and

Most of the time images are supplied to clients via a web upload although, where practical, previews of the images can be viewed and discussed either face or via an online presentation.



marketing as well as forming the basis for an ongoing in-house image library.

One of the main benefits of these photographic assets is that it is a genuine expression of an organisation's DNA and will sit much more honestly in communications than stock photography.



ENGINEERING & CONSTRUCTION

It's an honour and a privilege to photograph engineering and construction work. There is a responsibility to being allowed onto active engineering sites and Andrew Butler has photographed Network Rail sites and national airports as well as land and marine based civil engineering work.

Often working on live sites day and night and in hostile weather conditions this is both specialist and varied work. With an emphasis on a real-world document rather than a reliance on set up clichés Andrew Butler's images will convey the quality of your work.

Images are used for tenders and marketing, websites, brochures and press-releases; even the board-room wall.



Client: Carousel Calendars



Client: TLB-Revival.co.uk

MOTORING & BIKES

Studio quality photography on location or at motoring events is as much about the people as the machinery. Quality is everything, regardless of location.

With commissions ranging from calendar shoots to European magazines, insurance company websites to personal collections, Andrew Butler offers exceptional experience and knowledge of photography in the motoring arena.



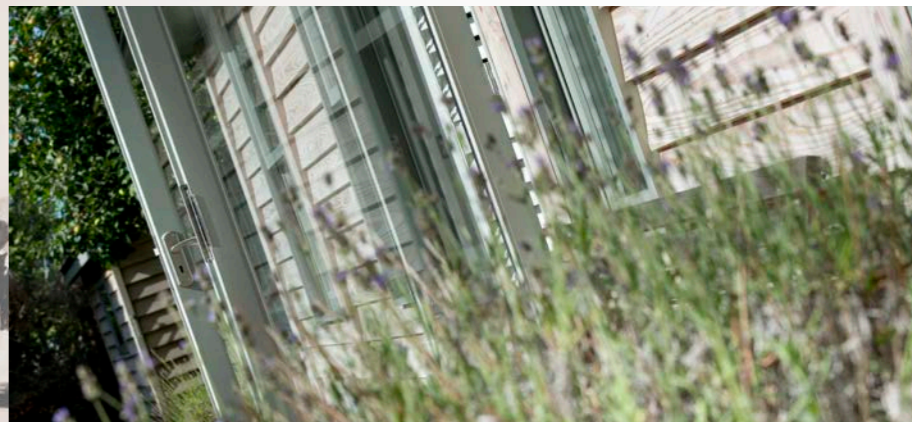
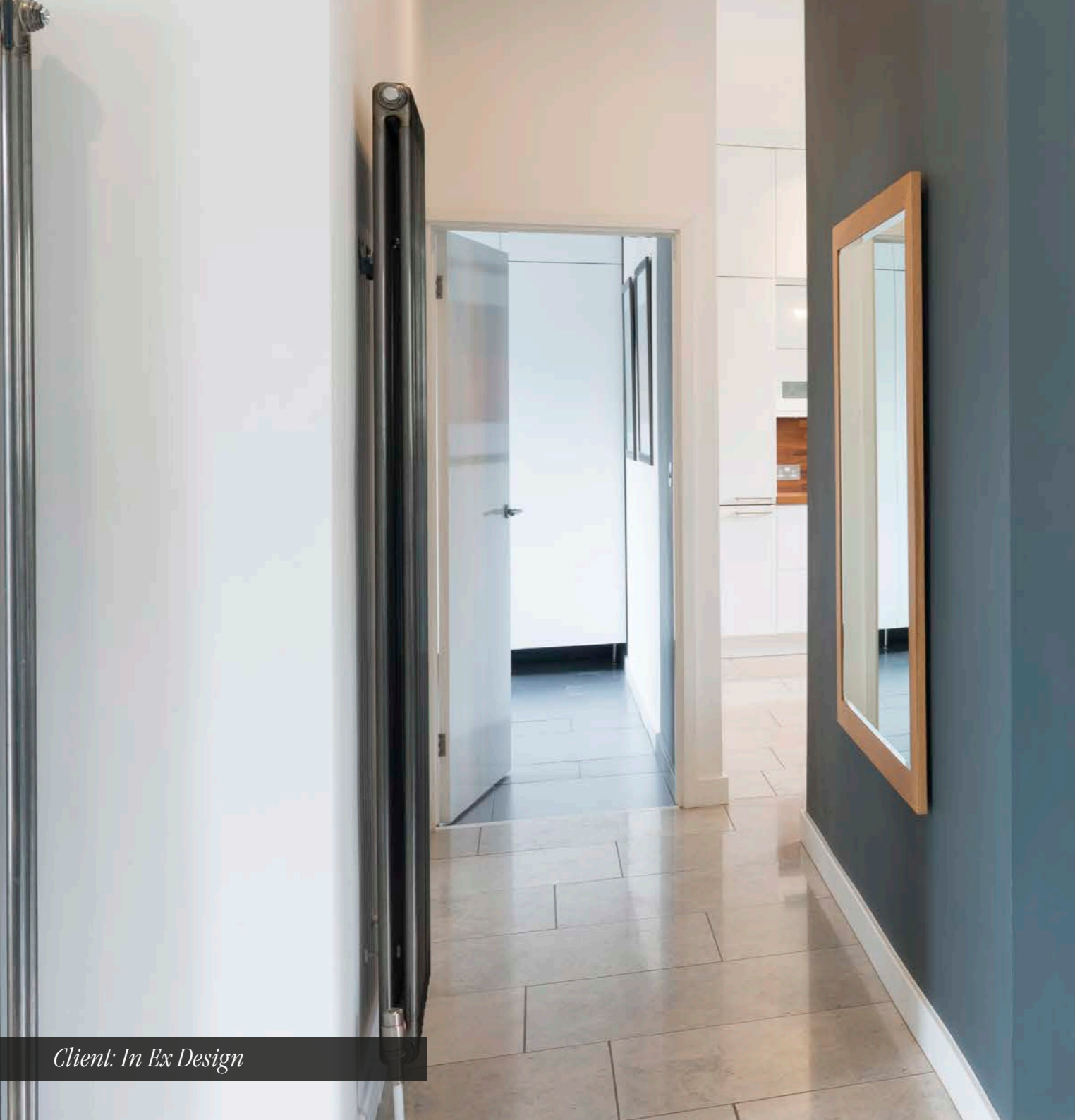
PUBLIC COMMUNICATIONS

Life is about development and life is about opportunities. When these two are combined life is rich indeed.

Amongst a range of commissions for Exeter School this was a memorable event. Two military helicopters from Commando Helicopter Force in RNAS Yeovilton in Somerset visited the school, offering a unique opportunity for 80 cadets to experience a 20-minute flight in a naval helicopter.

Oh, and one lucky and very happy photographer.

A variety of photographic opportunities were presented with a number of approaches and departures being made by the helicopters, as well as ultimately a chance to fly in the aircraft. A somewhat challenging photographic experience, bright on the outside, dark on the inside, wind blasting from an open door - an engaging ride.



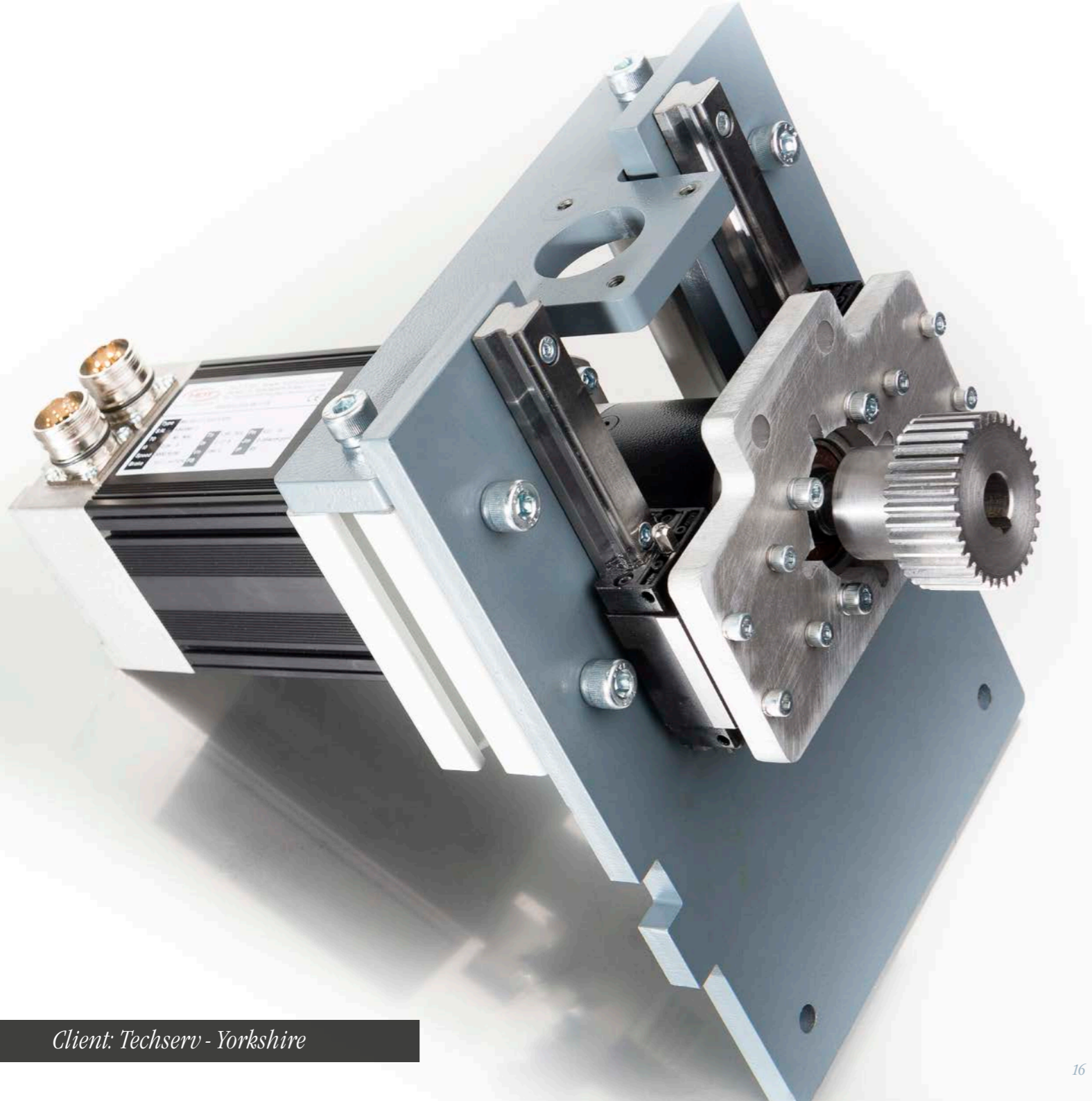
ARCHITECTURE

Every building brings with it new photographic opportunities and challenges, both from the outside and within. Planning the journey through the property is essential, understanding the structure, the form; how and where the light will fall.

The photographic record may be a document of the fabric of the building but it may also be a description of the capacity of that building to nurture life, bring warmth, to shelter, to comfort and to excite.

Most architectural work is shot directly to the computer – tethered – meaning that a collaborative approach is easy to achieve. Where possible, additional lighting is kept to a minimum.

Frequently clients will receive images shot in a range of styles, some focussing on the big picture - a record - and some highlighting the life of the structure.



Client: Techserv - Yorkshire



Client: Spoon - Sweden

PRODUCT PHOTOGRAPHY

A beautiful object deserves to be photographed well and this is an essential aspect of taking a product to market. Clients have approached Andrew Butler with very clear and business minded briefs: 'I want you to photograph my product better than I can so that I can sell it at the price that my business needs it to sell at.'

Your place or ours? It depends very much on what is being photographed but, with a bit of space, a temporary studio can generally be set up on location. The decision is usually a pragmatic one based on the options at hand.

If you value your product, capture it professionally.



NEW YORK

Quite frankly Andrew Butler is a bit of a pain to travel with; it's all about the photography. Travel weight allowance will generally be maxed out with Nikons, Leica gear and the Mac; a travel day rarely ends without a Lightroom session.

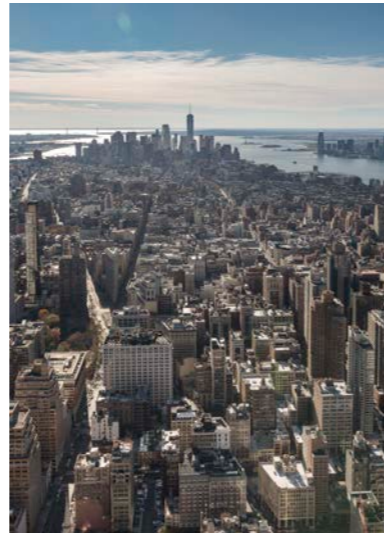
New York didn't disappoint, how could it? A diverse place with a fantastically strong self-belief; yes New Yorkers know who they are.

From an apartment in Hell's Kitchen (background image taken from the roof) this visit resulted in a rich diversity of imagery, including people, architecture, jazz clubs, national monuments and life itself.

When you visit be prepared to walk, and walk, and walk.



This is many places, all good cities are. You will not experience New York completely in a single visit.



NEW YORK

This is no place to tread lightly; be respectful and ask people if you want to photograph them. Generally they will say yes but they will almost certainly say no if you don't ask.

New York is many places, all good cities are. You will definitely not experience New York completely in a single visit.



*Everyone is a film star here,
and you can be one too.*

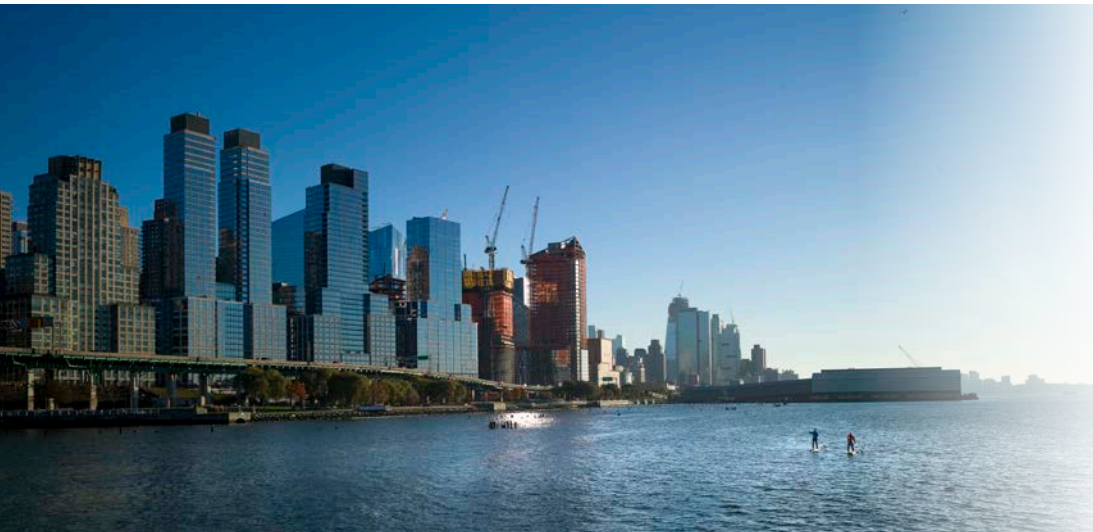


NEW YORK

An hour's lecture from the taxi driver which encompassed: Uber as a route out of homelessness, Marx, Malthus and Trump, and the couple in the coffee shop telling us about the time he met our Queen. The ex Broadway-dancer telling us about The Highline and the drummer in the Harlem jazz club telling us about the time he worked on 'the sanitation'.

What strikes first is personal brand, everyone seems to have one.

Yes, everyone is a film star here, and you can be one too.



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