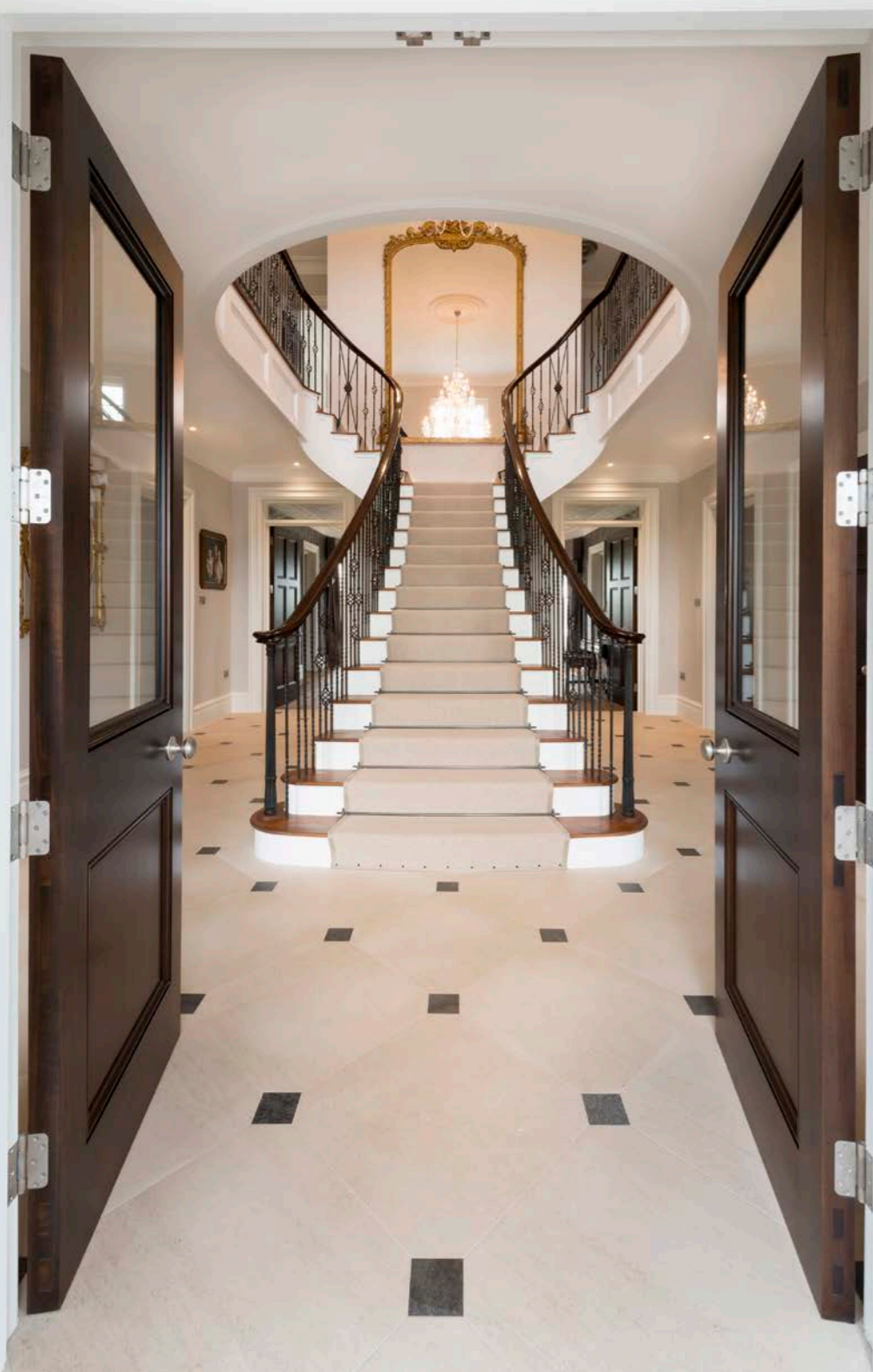


Property Photography



DEVON





*Welcome to this brieffolio
based on a single day's shoot
for Vaughn Allington of
Ennerji Projects in Devon.*

The Commission



Vaughn Allington of Ennerji Projects in Devon recently commissioned Andrew Butler to photograph a newly completed residential project.

Our agreed brief was to create a simple record of the property that would say more about the architecture and build quality than the photography or photographer. A simple honest, record.

This property was shot on a single day following an initial visit to assess the scope of the work. Vaughn was present throughout the shoot allowing viewpoints to be discussed and initial previews to be considered via the laptop. A bright yet overcast day supplied excellent light.

The raw image files were processed, lightly retouched and delivered to the client via a web link within a few days as JPEGs.





“Every room brings new photographic opportunities and challenges”



The Journey

Every room brings with it new photographic opportunities and challenges. Planning the journey through the property is essential, understanding how and where the light will fall.

Most people would assume that a blisteringly bright sunny day is an ideal environment for photography, and there are occasions when morning light streaming through a window can be very evocative. However a bright cloudy day is generally much more malleable, take note.

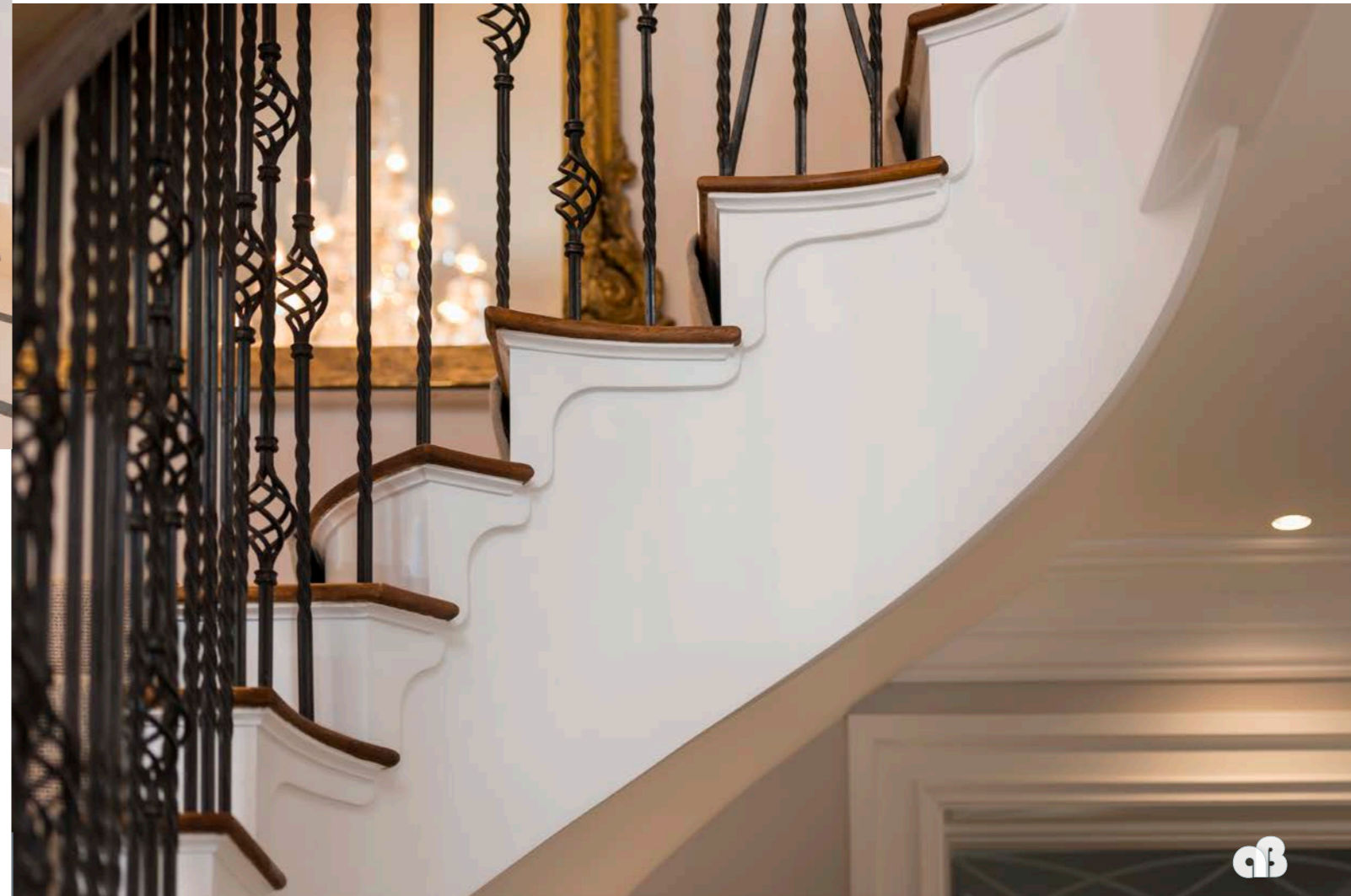
This isn't a sales brochure shoot; it's a record of design, of quality and of achievement. However it is also a shoot of a house that is becoming a home, this is what this building has been designed as. In that respect it is a huge opportunity to get to record the house in these early days of its own journey.





The main stairway of the property was photographed from a number of angles from both upstairs and downstairs. Working directly with the client on location helps to ensure the necessary viewpoints are captured.

Minimal added lighting was used to enhance the strength of the lighting in the building.





*Quality equipment and lenses enables
photographic vision to be achieved.*



Pictures as Stories

Yes it's an old saying but pictures really are worth a thousand words, as such they should spark the imagination and evoke a human emotional response.

With a skill-set that extends beyond photography - Andrew Butler is a member of the Chartered Society of Designers - consideration will be given to the various ways that the images may be used. We are happy to discuss a brief that puts the photography into context, such as a brochure or a website?

This shoot was totally 'as found'; there was no dressing of the property and minimal added lighting. Much of the photographic discipline is visualizing the final result in various applications and so, ideally, the images will be supplied to clients with a degree of flexibility built in.





*Images are supplied -
where practical - from a
number of viewpoints and
in landscape and portrait
formats.*



Viewpoints

The same room, a subtly different viewpoint and a different story, just one of many possibilities. Being clear about the story to be told is an essential part of the brief and any creative work is only as good as its brief.



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 at a face to face presentation.

The Details

We are a photography and design company and have been providing these services for around twenty years. Now trading as a VAT registered Limited Company, we are fully insured for: public, third party, employee, consequential loss and goods in transit.

Photography is generally camera to Lightroom and then output is defined by the end need. We shoot to RAW files using ProPhoto workspace

We have an ongoing investment in technology and equipment. Our work-flow is based on the Adobe Creative Cloud platform which means all software is current. We work on an Apple Mac system although we use EIZO monitors due to their superior colour accuracy.

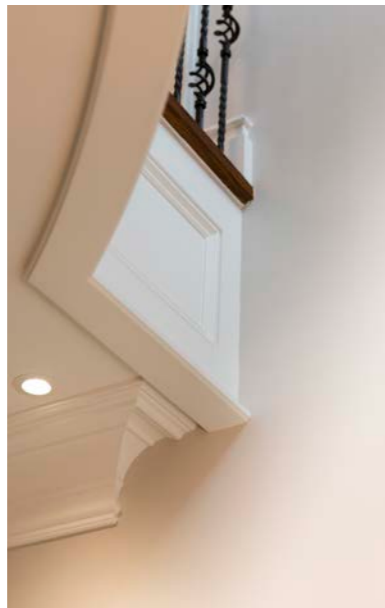


outputting most of the time to Adobe RGB. Mono conversions are completed with Nik Silver Efex Pro 2. Photoshop is generally used sparingly.

Cameras are typically either Leica (M9) or Nikons; all lenses are 'top spec' some running into several thousands of pounds cost. We also have a comprehensive selection of studio lighting and equipment, chiefly Bowens and Manfrotto. As a result are able to set up complex studio shots at your location.

Copyright is by individual agreement.





Achieving Success

In practice most of our commissions are complex often using both photography and design applied in many ways. This publication is a brief record of just one photographic experience.

Feel free to call us to discuss your ideas.



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