



***KEEP IT SIMPLE***  
***Food photography and -styling with Tim Clinch***  
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When I was a young man at Art School in England many years ago, I had a wonderful tutor who told me that almost all photographic problems could be solved with the use of two acronyms.

The first, RTFM (read the f\*\*\*ing manual) is boringly good advice and fairly self explanatory.

The second is far more important and has stayed to me to this day.

Photographically, it is, by far, the most useful piece of advice I have ever been given and something I think of every time I pick up a camera. Every time I wonder how I'm going to approach a picture, every time I worry about styling, and every time I have doubts about about composition.

Over the years, it has got me out of many awkward situations, helped me solve more photographic conundrums than I can remember and is what I base every single photograph I take on.

KISS...

It stands for 'Keep it simple, stupid'.

The only downside to this is that 'keeping it simple' is not always easy. In fact, sometimes it can be very difficult. It requires discipline, nerve and courage.

That sprig of lavender you want to put on the delicious slice of apple tart you're photographing. That antique French cloth you're about to drape on the table beside it. That beautiful, battered old knife that you love so much that you found at a flea market in the South of France on that wonderful holiday you had a few years back...

Do you really need them? Will they ADD to your picture, or will they distract? Will they simply make your picture look like every other picture on every other food blog? Will your eye immediately be drawn to the styling in your picture, or will it go to the star of the show...that amazing apple tart?

Be brave. Join me as we 'keep it simple', and add strength and impact to your food photography. And if you really can 'keep it simple'...I promise I won't call you 'stupid'!