



PEOPLE **GROW** OUR FOOD

HANDS **COOK** OUR FOOD

FRIENDS **EAT** OUR FOOD

LEARN HOW TO USE THEM IN
YOUR FOOD PHOTOGRAPHY

18th & 19th August 2018

WORKSHOP 2018

‘HANDS IN THE FRAME’

*Food photography and styling workshops with Tim Clinch and Mari Moilanen
Sat - Sun 18.-19.8.2018, Tuusula, Finland*

Join professional photographers Tim Clinch & Mari Moilanen for this amazing journey and learn how to improve and advance your food photography, lighting and styling.



This year main focus of this workshop will be on telling a story with your food photography. We concentrate on adding people to your photographs. Our food is grown by PEOPLE. We buy it from PEOPLE. It is cooked by PEOPLE and it is eaten by PEOPLE.

Listen to how Tim explains it:

“Food photography alone is no longer enough. Things have moved on. Times have changed...”

Endless food photographs, no matter how good are not going to drive traffic to your blog or get you work as a photographer.

A recipe and a nice picture every week? There are literally THOUSANDS of blogs doing this. To avoid your hard work, talent and time being wasted, you have

to move on, add something, keep peoples interest.

How? Well, one of the best ways to add interest, improve your blog and take your photography to the next level is to tell a story and add people to your photographs.

Why? Well, think about our mutual passion. Food and recipes are fine...but where does our food come from? How is it prepared, and how is it shared.

Our food is grown by PEOPLE. We buy it from PEOPLE. It is cooked by PEOPLE and it is eaten by PEOPLE.



Don't worry... This is NOT simply a portrait photography workshop. It is aimed at food photographers wanting to improve their skills, take their photography to the next level and improve their skills by adding new and exciting elements."

On this workshop, by concentrating on post-production, styling, lighting skills and adding elements you may not be so familiar with... Mari & Tim will improve both your photography and your blog.

During this intensive, two day course you'll learn how to add impact to your photography by

adding hands and people to your pictures. How to incorporate a location into your food photography and how to build a story from your pictures. You will also learn the best 'tricks of the trade' for beautiful photography & styling by watching demos, shooting together and hands on practice.

We will deal with the importance of post-processing and learn how to use Lightroom's most useful features, and possibly most important of all we will deal with the often neglected subject of editing. Which pictures will add impact to your website or blog and which pictures will weaken it...how to use your photography for the most impact.

All in all, this workshop will help you to find your own voice in the world of food photography and styling, and give you the confidence to make it better.

This course is aimed at anyone interested in learning about food photography and styling - from amateur or professional bloggers, journalists and photographers to those just interested in improving their photographic skills.

And of course, there is no food photography without food! During the workshop you'll enjoy delicious brunches and lunches and wines.

Come and join us for an tasty, informative and enjoyable weekend, and improve your skills at the same time.

Remember Tim's most important piece of advice:

“YOU WILL NEVER IMPROVE AS A PHOTOGRAPHER BY TAKING THE SAME PICTURE OVER AND OVER AGAIN”





WORKSHOP INFO 2018

Dates:

Workshop: 18-19 August 2018 in Tuusula, Finland

Venue:

The workshop will be held in a an old, beautiful private manor house from the year 1880 in Tuusula. The house is filled with atmosphere, old furniture and it has a lovely courtyard. Perfect for all your photographic and styling needs.

Participation fee:

PRIVATE PERSON: 850 euros (private person)

COMPANY PARTICIPANTS: 750 euros + VAT (company participants).

If you register in December 2018 you'll get – 50 euros 'early Bird' discount of the participation fee.

Maximum number of participants: 12 persons

Participation fee includes:

A two-day intensive course held by Tim Clinch & Mari Moilanen, light lunch and dinner on the first nigh as well as a delicious, home cooked brunch and a farewell sparkling wine toast on the second day. Complementary refreshments, coffee and tea are included. Transportation from and to Järvenpää train station. The participation fee does not include accommodation.

Register:

Please send your name, address, the name of the blog you may have and your phone number to the address info@rockyourblog.fi. Please let us also know how long you have been doing photography, what you wish to learn about in the workshop and which graphics software you use when editing your photographs. Also, if you have some dietary issues (vegetarian, gluten-free etc.) we should be aware of, please let us know.

After registering you will receive an invoice via e-mail, which shall be paid within 7 days. If the invoice has not been paid before due date, your reservation is canceled and handed over to the next person.

General terms and conditions for the workshop:

Registration is binding. A deposit of 50 % is required to secure your registration. The remaining 50% is due in February, no refunds are available after booking unless you can find someone to fill your space. If a person is unable to participate, another person can take his/her place without extra charge before the workshop begins. To secure your spot on this workshop we request that full payment be made upon registration.

Rock your Blog Oy reserves the right to modify the content of the workshops or seminars, change the venue and cancel the workshops if the required minimum number of participants is not met. In this case, the participation fee paid will be fully refunded.

Presentations and main workshop language will be in English.

Organizers and contact info:

TIM CLINCH

Experienced Professional Photographer and multiple award winner at the 'Pink Lady Food Photographer of the Year Awards' in London.

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MARI MOILANEN

Food writer, professional photographer, stylist & one of Finland's top food bloggers. Author of three cookbooks, currently writing a fourth one.

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