

▲ IMPRESSION FLORALE II

"This is a macro photograph, a floral impression taken in the Gardens of Giverny, which were created by the impressionist Claude Monet. It's reduced post-shot to an abstract picture, part of the natural impression series"

Shot details: Samsung digital compact Digimax V5 (no further details available)



GETTING TO KNOW...

Isabelle Avenarius

Whitewall Gallery: www.whitewall.com/isabelleavenarius

Website: www.kunstwarenhaus.ch/artists.cfm

Isabelle Avenarius, born 1972 in Casablanca, grew up in Paris. After studying in Paris, London and Munich, she now lives in Zurich. Isabelle has

experimented with various techniques and styles in painting and photography. In Zurich, Paris and Zermatt and on www.whitewall.com, she shows a series of pictures where she is effectively using the camera as a pencil. The gardens of Giverny and other locations, which inspired impressionists to capture the light with oil on canvas, are set in motion and brought back to life.

▶▶ community, sharing important knowledge in his blog. Other names are Vincent Laforet, Marcus Swanson, Michael Muller and Blair Bunting." In his own work, Matt states that he finds inspiration and motivation in "The challenge to work creatively in combination with fascinating techniques, to get the closest possible to perfection."

The innovative photographer is currently working on a triathlon project – you can view his work so far on his website. He adds excitedly: "A longer-range project focuses on local rescue services with fire departments, paramedics and a rescue helicopter, showing their work as dramatically as possible, just like the reality."

Finally, he shares his top tips for making it as a pro: "Be modest in your abilities and don't take yourself too seriously. It's always better to keep your expectations lower and surprise yourself with better results than going the opposite way. Know

where are you standing and where you want to be in the future."

Frank Wächter began shooting the beautiful kind of architectural images you see on his Whitewall gallery back in 2007. Before that, he concentrated on photographing family events and sharing his work through online communities. Frank uses a range of techniques to create his stunning work. He explains: "I always shoot freehanded, because I don't like much preparation. If I see a motif, I want to shoot it. I don't want to set up my tripod and adjust my camera, as that's not a creative process. Sometimes it's a challenge to shoot freehanded in architectural photography, because when you shoot – for example – a symmetrical motif and try to manage all the lines and forms, it's necessary to be exact. Otherwise, it's just yet another snapshot."

He continues: "Editing is a very important part in my workflow. The photo is taken in a couple of moments and at this time the basic idea is born. However, the photo is just like a rough diamond, which has to be edited and post-processed to become a brilliant artwork. I experiment with new colour styles to get an unusual stylish and arty look. I also use black-and-white conversions with hard contrasts to give the images a more traditional film look. An important attribute of all my photos is the usage of a vignette: it directs the viewer to the centre of the image and makes it more three-dimensional."

When asked what advice he'd like to share with someone following in his own photographic footsteps, Frank proclaims: "Talent is important; if you don't have talent, you can buy the most expensive equipment but you will always produce snapshots. If you want to shoot architecture, be exact, look at the lines and be courageous. The colours are not fixed, so try to experiment with them, try to tweak the parameters in your editing software and be creative. Sometimes you may or may not like the look, but if you don't experiment you will never find new ways."