



e-news

from the Photographic Alliance of Great Britain

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Chase Jarvis on the Super Stage at The Photography Show

Making up just one part of the extensive programme of talks and demos, the highly-acclaimed Super Stage sessions serve as a platform for some of the world's best-known photographers and filmmakers to share stories about their work, what inspires them and the journey that took them to the top. The line-up has been carefully curated across a broad range of genres so enthusiasts can gain first-hand insight that they wouldn't be able to get elsewhere.



One of the most influential photographers of the past 20 years, Chase Jarvis' expansive portfolio ranges from shooting for Apple, Nike, and Red Bull, to working with Serena Williams and Tony Hawk, and collaborating with renowned icons, Lady Gaga and Richard Branson. Alongside a number of fine art gallery shows and award nominations, Chase created Best Camera - the first photo app to share images to social networks - and he is the Founder of CreativeLive, where more than 10 million students can learn photography, video, design, music and business from the world's top creatives and entrepreneurs.

A renowned creator and innovator, Chase believes that life isn't about 'finding' fulfilment and success – it's about *creating* it – and this is the focus of his latest book, *Creative Calling*, which debuted as an instant best-seller. In this rare UK appearance, Chase will show attendees how to harness their creativity, delving into this philosophy and his wealth of experience as a photographer, entrepreneur and creator, unpacking and re-framing the creative process step-by-step.



Visitors can choose to add Super Stage tickets to their event itinerary for £12 per session. In addition, attendees can purchase, for £28, a combined ticket to Chase's talk that will also include his latest book, *Creative Calling*,



Visit the PAGB on Stand A34

Five more legends for The Photography Show Super Stage

Birmingham, 23 January – Following the announcement that Chase Jarvis will headline the 2020 event, The Photography Show and The Video Show has revealed five more inspiring speakers who will take to the Super Stage when it returns to Birmingham's NEC from 14-17 March. Once again commanding some of the industry's most influential photographers and filmmakers, the UK's largest photography and moving image co-located event is also set to welcome Susan Meiselas, Gavin Free, Ross Halfin, Juno Calypso and Brooke Shaden.

Following Chase's talk, on Saturday 14 March, is renowned documentary photographer, **Susan Meiselas**. As a member of the prestigious **Magnum Photos**, since 1976, Susan is best known for her coverage of the insurrection in Nicaragua and of human rights issues in Latin America.



Looking back over four decades as a multi award-winning documentary photographer, she will share fascinating insights into her most recent projects, her approach and life through photography.

On Sunday 15 March, award-winning cinematographer and the co-creator of The Slow Mo Guys, **Gavin Free**, will present two sessions at the Super Stage. The popular duo



have amassed over 13 million subscribers on YouTube, achieving fame with everything from viral videos of bursting balloons to in-depth explanations of how a high-end slow-motion camera works. In a rare European appearance, Gavin Free will let visitors into his life as an incredibly successful YouTuber, the career steps that he took to get there, and his passion for his subject matter. He will discuss what goes into making and distributing this kind of content, plus the tech involved, how he keeps the ideas coming, and what it's like to have online video as your career.

Gavin has also had success, working on several TV and film productions - including *Hot Fuzz*, *Dredd*, and *Snow White and The Huntsman* – and works at Austin-based entertainment company Rooster Teeth. In his second talk of the day, he will discuss the art, technology and techniques behind high-speed cinematography, while outlining his path from the early days to now, where he combines this work with YouTube fame.

With over 40 years' experience, **Ross Halfin** has created some of the most memorable music photographs of all time and travelled the world with bands such as Metallica, Aerosmith, The Hollywood Vampires and Kiss. His portrait photography appears on album covers, tour programmes, magazine and book covers, plus many editorial features, from the very first issue of Kerrang! to the latest issue of Classic Rock. In his conversation with music photography archivist, Dave Brolan, on Monday 16th March, Ross will discuss his enormous catalogue of work, use of both film and digital, how music photography has changed and the unique access he has to his subjects. His session is likely to include a few rock and roll war stories, as well as touching on his more recent ongoing passion for travel photography.





London-based artist **Juno Calypso** is famous for her meticulously crafted and distinctive self-portraits, which often feature her alter-ego 'Joyce', and which examine ideas of solitude, femininity, self-perception and identity. In her first project post-graduation - 'The Honeymoon' - Juno staged a series of solitary self-portraits as 'Joyce' in a romantic-themed couples hotel, while her latest work, 'What To Do With A Million Years' - saw her shoot a series in a Las Vegas bunker-mansion. During her presentation on Tuesday 17th March, Juno will delve into how and why she creates such

intriguing images, how she accesses such interesting and bizarre locations, and the enduring allure of 'exposing herself'.

Later that same day, **Brooke Shaden**, conceptual fine art photographer specialising in self-portraiture, will wrap up the Super Stage line-up. Her award-winning images are rich in storytelling, and often simultaneously dark, whimsical and beautiful. Brooke will share the story of how she led the charge into inclusive - and dark - art. Visitors can walk through Brooke's process, and journey, to see how anyone can begin creating ground-breaking work that positively influences others.



Juno Calypso. "It can get lonely and weird".

The UK's biggest photography & video show

Don't miss the event for everyone passionate about photography and moving image at the NEC, Birmingham over 14-17 March 2020, whether you're a beginner, enthusiast, pro, or anything in between.

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AWARDS FOR PHOTOGRAPHIC MERIT ADVICE

Once again the PAGB will be offering Awards for Photographic Merit:1:1 Advisory Sessions on our stand at The Photography Show.

We will have several Adjudicators in attendance each day to discuss any work you wish to bring along – Print or PDI – and, if you take their advice, this will give you a much better chance of success

For an appointment, please e-mail rod@creative-camera.co.uk with all of the following information please.

- 1 What day are you coming ?
- 2 Do you want a morning or afternoon appointment?
- 3 What level are you interested in - CPAGB, DPAGB or MPAGB?
- 4 Are you intending to apply in Print or PDI?
- 5 Will you bring Print or PDI for us to look at?
- 6 Have you applied, or have you been accepted to an Adjudication?
- 7 Which Club & Federation are you a member of?

You can bring unmounted Prints, even at A4, but we will not be able to store them on our stand. Left luggage facilities are available in the NEC. Bring your PDI on a stick. Please do not bring too many pictures. A maximum of 15 for CPAGB, 20 for DPAGB and 30 for MPAGB please.

We strongly advise that you bring your images in Print if you are applying in Print, otherwise our advice can only speak to the content and not the quality of the print.

Bring your PDI, preferably not larger than H1600px x V1200px, on a stick. We will probably be viewing them on a Mac laptop. If you bring them on a tablet or a phone, we can only speak to the content and not the quality of the image when it is projected.

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www.photographyshow.com

More than 32,000 professionals and enthusiasts are set to gather at Birmingham's NEC from 14-17 March 2020, looking to be inspired by expert talks and live demos, keep up to date with the latest industry trends and source the very best kit at fantastic prices from the industry's biggest players.

World class exhibitors under one roof

The Photography Show 2020 provides an unrivalled opportunity for visitors to source the latest kit from over 300 world-leading brands and innovative start-ups. No other photography and video event commands such a line-up, with the likes of Sony, Canon, Nikon, Olympus, Fujifilm and Panasonic already confirmed to showcase their latest products, technologies and services for photography and video, including the recently launched Canon EOS-1D X Mark III and Nikon D780. Attendees will benefit from being the first to know about exclusive product launches to take their craft to the next level, as well as deals and discounts that will only be available at the show.

Brand new for 2020

Continually delivering a fresh offering, the 2020 show will welcome a host of new features to encourage collaboration and creativity. Resembling a real-life street, Shutter Street will provide the perfect stage for sessions and live demonstrations on a huge range of topics across photography and video, from street photography to guerrilla filmmaking.

Also brand-new for 2020, an exclusive Action Arena – complete with ramps for flatland BMXers, trials bikers, and parkour – has been incorporated into the already popular Drone

Zone. Attendees can experience aerial flying demos from the likes of top drone manufacturer DJI, get practical advice and guidance on the most up-to-date regulations, and view sessions on how to get the best results from drone footage and stills in this popular sector of photography and film.

For those that prefer creating images the old-fashioned way, a brand-new Analogue Spotlight area will host eight daily product demonstrations and twice daily educational sessions to inspire innovative uses of film.

Learn something new at The Studio

Also brand-new for 2020, The Studio will provide a platform for expert speakers to share insight into producing engaging content, storytelling and creating projects using different techniques across various genres of moving image.

Emma Wilson and Rick Bronks will discuss **Wedding videos, but not as we know them**, by delving into Emma's unconventional filming style for wedding videos, whilst sharing clips and tips on how to convey stories. Brought to you by The Timelapse Store, Lee Fairbrother will present a talk on **Understanding video-based time-lapse technologies**, demonstrating how time-lapse can be used as a marketing tool, identifying current video hardware for any time-lapse project, as well as covering set-up, operational and editing techniques for this emerging discipline.

Otherwise known as 'The Drone Lass', BBC camera op and filmmaker Carys Kaiser will allow attendees to take a peek inside her kit bag in **Small kit set-ups for broadcast and corporate filming**. Sponsored by Olympus, Ellie Cartwright will share her knowledge of how to engage an audience in short-form storytelling and create engaging content in **Storytelling for action and adventure filmmaking**. She'll cover style tips, advice on filming documentary interviews, and editing for social media to grab attention in the first few seconds.

Brought to the stage by the likes of Interfit, RODE and Zeiss, The Studio will also welcome top names including Lilla Nyeki, Alex Theakston and Jonathan Edwards, covering everything from fashion film to audio for video.

Learn from the best

The opportunities to learn don't start and stop with The Studio. Across a number of stages and theatres, attendees can get practical, hands-on advice and creative inspiration from industry experts at over 270 talks, demos and masterclasses, all helping to improve their skills in both photography and film.

Behind The Lens is back by popular demand, with experts diving deep into the way photography can build a narrative for the audience, as well as the different projects and genres that can be explored.

The Photo Editing Suite and Video Editing Suite will also give attendees access to exclusive tips and advice on post-production techniques, workflow and software solutions.

A series of sessions on the Social Stage will consider topics including food photography, vlogging, shooting on the go and the business and marketing strategy behind it all to help attendees get one step closer to going viral online.

Watch it live

Using demos and live performers, expert speakers will take to the Photo Live stage to give listeners an interactive session with practical tips and techniques for tackling any kind of shoot.

Sponsored by Fujifilm, newborn and maternity specialist, Elli Cassidy, will discuss **Streamlining your newborn shoots**, offering tips on how to cut down the time spent in each session while still delivering the highest quality product and experience. Elsewhere, Steven Neeson will deliver a session on **Off-camera flash techniques made easy**, teaching attendees how to think differently with flash and create images that sets them apart in a saturated market.

Jakob Gronkjaer will take to the stage to show visitors how to harness the power of coloured gels in **Colouring in for added flavour and kaboom!** In the interactive demonstration, Jakob will shoot a brand-new flour explosion, manipulating colours in-camera rather than

resorting to software editing, to show visitors how to expand their creative horizons through colour.

Brought to the stage by Olympus, Gavin Hoey will present a talk on **Creating shallow depth of field portraits with minimal kit**. He will explain why shallow depth of field can make such a difference, covering the simplicity of shooting high speed sync flash with modern kit, as well as the importance of backgrounds and foreground blur.

Across the four-day event, Photo Live will also welcome the likes of Drew Gardner, Rory Lewis, Kate Hopewell-Smith and Brent Kirkman, covering everything from the art of headshot photography to techniques for filming food.

The Video Live stage will also host insightful sessions and lively displays from expert filmmakers, demonstrating how to produce the best video content for social media, cinema and streaming.

Move forward with a Masterclass

Attendees are encouraged to book themselves onto one of five specialist masterclasses, comprising 40 individual sessions, open to beginners as well as pros in both photography and video. The Beginners' Masterclasses will help attendees understand the basics, from simple editing to composition and storytelling. On the other hand, the hugely popular Pro Masterclasses will take a deep dive to help visitors take their skills to the next level, providing invaluable practical advice from pitching for business to the latest legal and marketing tips.

The sessions will cover a wide range of topics from the importance of sharing your creative process to how to get ahead in commercial and branded film, hosted by the likes of Tommy Reynolds, Emma Drabble and Ross Grieve.

Jonny Sullens, Head of Events at Future, said: "With such a stellar line-up of exhibitors and speakers, as well as a host of exciting new features, The Photography Show and The Video Show 2020 is guaranteed to be a date in the industry's calendar that simply can't be missed.

"Whether you're new to the art or a seasoned professional, the opportunities for learning about both photography and video are so wide ranging that we are confident the show provides something for everyone. But the event isn't just designed with attendees in mind – our dedicated lounges and meeting rooms ensure that the event provides a platform for people to network and do business with the key stakeholders that will drive their company forward in 2020 and beyond."

For more information visit <https://www.photographyshow.com> and <https://video-show.co.uk/>



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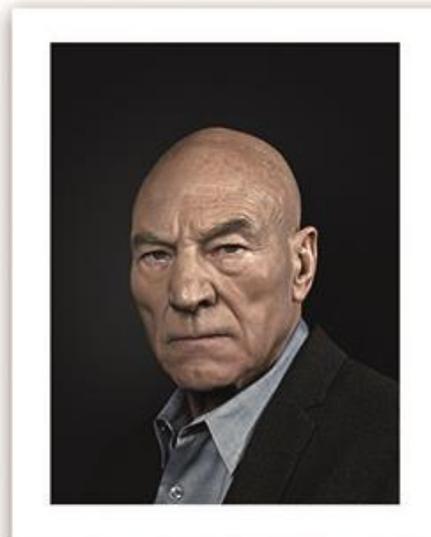
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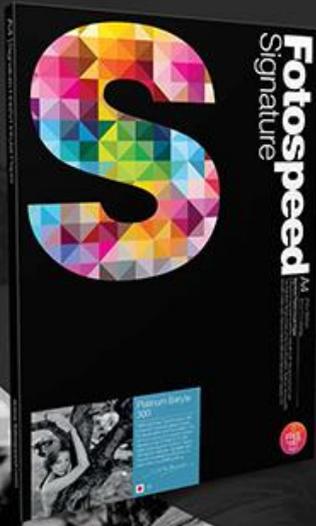
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