



Press Release

GPP Photo Week 2017 kicks off with the biggest photography day of the year, *Sony PhotoFriday*



Image taken at GPP Photo Week. Courtesy of Gulf Photo Plus.

Dubai, United Arab Emirates – 21 December, 2016. Gulf Photo Plus, Dubai's premiere photography centre, have announced the date and programme for the biggest photography day of the year: **Sony PhotoFriday**, which will take place as part of GPP Photo Week on **Friday 10th February, 2017** at Alserkal Avenue, Dubai.

Organised by Gulf Photo Plus as part of GPP Photo Week, Sony PhotoFriday is an inspiring day full of all things photography-related, where photographers and photography enthusiasts will have a chance to meet and learn from renowned international photographers. The programme will include 12 unique 90-minute seminars, technical and inspirational talks, and creative panels. Sony PhotoFriday will also include free camera cleaning services by the world's leading photography brands, a showcase of the latest gear, as well as exclusive special offers. The day will conclude with a special screening of acclaimed contemporary artist Hassan Hajjaj's first film, *Karima: A day in the life of a Henna Girl*. The film which is presented in collaboration with independent cinema platform, Cinema Akil, will be shown at The Yard in Alserkal Avenue.



Visitors will also have the opportunity to visit GPP Photo Week's main exhibition, *Take the Shot*, as well as a showcase of the Sony World Photography Awards' winning, shortlisted and commended images and a special show by world-renowned photographer Angélica Dass titled *Humanae*.

The seminars and creative talks are categorised by topics relating to technique and inspiration. Details on each talk and creative panel are listed below.

'Taking Measure | Women in Photography'

Renowned photographer Maggie Steber will moderate a panel discussion with three photographers, Sara Lando, and Tasneem Al Sultan.

The panel will discuss a range of topics concerning the role of women in creating and producing photography today as compared to the past as well as the challenges faced by women in the industry.

'Leveraging your art to change the world'

In this talk, photographer Ben Von Wong will share how he is leveraging his skills as a photographer, storyteller and social influencer to make a positive difference in the world. He will explore the genesis of the many projects he has completed and how he constantly innovates to stay current with social trends. Through his stories, he hopes to inspire others to do the same with their skills and talents, regardless of where their skills lie, because he believes that anyone can change the world.

'Audacity of Beauty'

In photojournalism, the camera is most often turned on what is wrong with the world. We are drawn to depict this suffering for history and news and while it should and must be covered, it sets an image of a place or its people that lacks the full picture. Getting at the heart of a story takes connecting with people and this is what the camera allows us to do, to inform, to hope, to create change for the better, to learn lessons for ourselves. In *Audacity of Beauty*, Maggie Steber, who has worked in 66 countries and has spent the last 30 years as a photojournalist, shows the beauty found in the most unexpected places. It might not be a Western sort of beauty but it is audacious of it to exist at all in a world filled with hardships and sorrows.

'Pushing the boundaries of travel photography and post-processing'

Using a combination of traditional in-camera techniques, targeted times of day, drone technology and advanced post-processing methods, photographer Elia Locardi has developed a widely recognized and highly unique style of travel and aerial photography. With each photograph, his goal is to share his vision so others can see the world as he does, full of color, texture, depth and emotion.

'The Power of Photoshop and Lightroom'

In this 90 minute lecture, RC Concepcion shares how Photoshop and Lightroom make your artistic life faster, more organised, and complete. From simple solutions to photographic problems to



pushing the edge of creativity, the audience will get proven tips they can take back to their projects to make them even better.

‘A Blueprint for Creativity’

Where do ideas come from? Most people don’t think of themselves as “creative”, but creativity is a muscle that can be whipped into shape: all you need is a little bit of willpower and a game plan. This lecture talks about the importance of separating work from consumption, recognising creative patterns, honing your skills effectively and finding your own compass.

During this seminar, Sara Lando will talk about different sides of the creative process and will give the audience practical tips to find inspiration for their next photoshoot, turn those ideas into a plan and that plan into compelling images. The emphasis will be on not letting limited resources limit a vision: resourcefulness, ingenuity and experimentation will become part of the audience’s toolbox by the end of this fast paced talk.

‘De-mystifying Celebrity Photography’

In this talk, **Martin Prihodo** will take the audience on the journey of his career from his beginnings as a portraiture photographer to photographing children in the slums of India for international NGO’s, Bollywood celebrities for fashion magazines and eventually international ad campaigns. He is incredibly open about his experiences and how he transitioned from each phase of his career to the next — including the good, the bad, and the ugly. All of which have helped him find his path and helped his vision evolve.

Martin will explain the importance of evolving as an artist and finding your personal style. Along the way he will also demystify celebrity portraiture and show you how it is possible to take a beautiful portrait in any setting and under extreme pressure.

Lastly, Martin will share his business strategies for marketing and social media to portfolios as well as the importance of working with a good agent and producer.

The 90 minute talk will fill you with inspiration and answer many of the questions you may have about how an international celebrity photographer works.

‘Stop waiting for inspiration. Get to work’

Zack Arias has been pursuing photography for twenty years and has been in and out of creative ruts more times than he can count. In the last few years he found his deepest rut yet and was ready to walk away from photography for good even though his career had been growing. Faced with growing stress and depression, he just kept his head down and kept working but he hated his photography. He came across a Chuck Close quote that he had read and talked about many times and for the first time it really struck him personally. “Inspiration is for amateurs. The rest of us just get to work.” Zack stopped moaning and complaining and “got to work” and began shooting some of the best work of his life to date. In this session Zack will talk about what lead up to this rut and the steps he took to get out of it, as well as share the technical information about the images he’s now making.

‘Starting Out In Food Photography: from passion to business’



Matt Armendariz will share how a nascent interest in photography became a full-time creative endeavor which led to working with some of the world's leading food brands, publishers, advertising agencies and celebrities. He'll discuss his path, what worked and what didn't, and offer ideas and tips on taking your interest in food photography from your kitchen to the studio.

'More than just the Hijaab'

Through this lecture, Tasneem Al Sultan will take the audience on a photographic ethnography on Saudi women who have to face society in order to receive any recognition. Cultural stigma and social pressures are major obstacles standing in the way of their freedom and personal and professional fulfillment and independence. However, in a region that is always portrayed as sexist, many women have been successful in empowering themselves, proving they can hold jobs that are higher than their male counterparts.

'Assignment, Funds, Personal Investment - How I Get to Do the Work I Like'

Making a living out of photography has become harder than ever, but with determination, skills and passion is it still possible to create a significant body of work independently from usual constraints? Starting from his personal experience, Davide Monteleone will give an understanding of his way to produce different forms of narratives and different ways of structuring work as well as his strategy to efficiently produce independent projects.

'End of the Photo Essay: New Frontiers In Photo Story Telling'

Documentary photographer Asim Rafiqui will be giving an overview of how his work has moved away from being photography-centric to being issue and question-centric while still based in photographs. He also shares ways in which other photographers are re-designing the concept of the photo project, using simple tools and digital products to re-work how projects are produced, distributed and published.

Every year, GPP Photo Week creates an accessible entry point into the world of photography for people from all backgrounds. The festival provides attendees with a holistic photography experience, giving photographers - professionals, amateurs, and enthusiasts alike - an opportunity to engage with photography as an art form while immersing themselves in Dubai's burgeoning art scene and forging new connections with fellow photographers from around the world.

In addition to the exhibits, GPP Photo Week will also host workshops which are now available to book online.

For more information on GPP Photo Week 2017, please visit our website on: www.gulfphotoplus.com/gpp

To join the conversation, please follow us, @gulfphotoplus, on our social media channels listed below:

[Facebook](#) | [Instagram](#) | [Twitter](#) | [Vimeo](#) | [YouTube](#)

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Notes to editors:

About GPP Photo Week:

Organised by Gulf Photo Plus (GPP), GPP Photo Week was launched in 2004 as the region's first-ever international photography festival. Coming to its 13th edition, GPP Photo Week 2017 will run from February 10 – 17, 2017 and will take place at Alserkal Avenue in Al Quoz. The festival is a week-long event that unites internationally renowned photographers across a range of disciplines with professional and amateur photographers looking to develop their photography knowledge and skills.

For more information, please visit <http://www.gulfphotoplus.com/gpp>

About Gulf Photo Plus (GPP)

Gulf Photo Plus is Dubai's only dedicated photography centre. It aims to nurture and develop the photography community both within the UAE and the region. With a primary focus on running workshops, seminars, and events that encourage learning and skill development, Gulf Photo Plus has also garnered a reputation as a leader in photography events both in the Gulf region and internationally. With the annual GPP Photo Week festival each spring, regular workshops and community events throughout the year, and the recently added PopUp GPP events highlighting the annual calendar, GPP continues to push the envelope and foster personal and community growth in the larger photography world.

GPP's central programme is complemented with several additional events including photography exhibitions, movie nights, inspirational talks, and SlideFest evenings where developing artists can share projects and find further inspiration.

For more information about the events and Gulf Photo Plus activities please visit www.gulfphotoplus.com or telephone +971 4 380 8545.

Gulf Photo Plus is open from 10am to 7pm from Sunday – Wednesday and from 10am to 6pm on Thursdays and Saturdays.

About Alserkal Avenue

Located in Al Quoz, Dubai, Alserkal Avenue is the region's foremost arts and culture neighbourhood. Since it was established in 2007, Alserkal Avenue has grown to become an essential platform for the development of homegrown artistic and cultural initiatives, supporting a vibrant community of contemporary art galleries and alternative art spaces, together with design, media and industrial studios. In 2015, in addition to its commitment to the community, Alserkal Avenue affirmed its position as an arts organisation with the launch of Alserkal Avenue Programming. The programming arm produces an annual homegrown programme for local, regional, and international audiences, working primarily with artists living and working in the MENASA region. An Artists' Residency is scheduled to launch in 2017, further enhancing the organisation's breadth and scope.



www.alserkalavenue.ae