

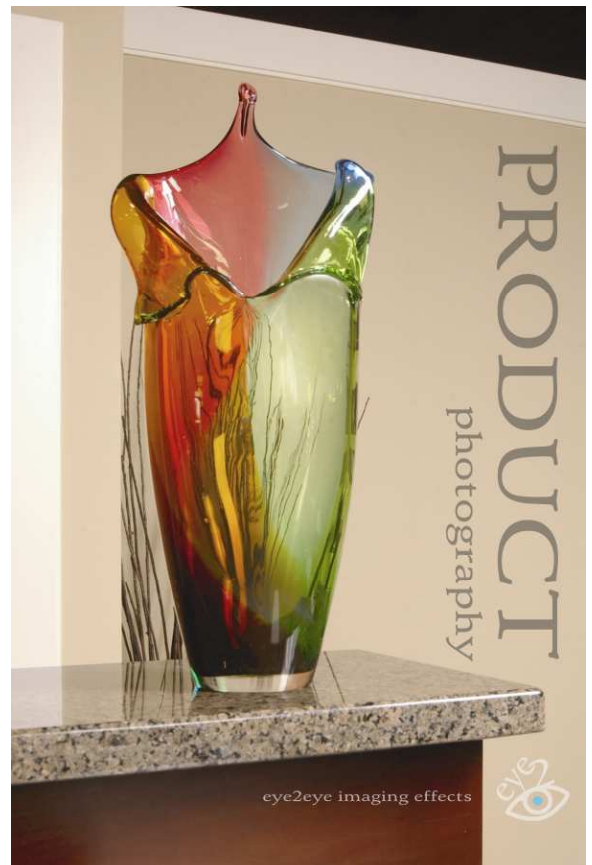
WHETHER FOR ADVERTISING, ART OR MEMORIES...PHOTOGRAPHERS ARE AN INTEGRAL PART OF ALL OUR LIVES

By Patricia Duncan

Photographs are among our most treasured possessions. They record special moments, family and loved ones, places we have visited, and things we have seen. These are the family albums which store our memories and move us to laughter or sometimes to tears. Sometimes, however, the occasion demands more than the amateur behind the lens. Professional photographers are artists producing images which record more than the moment. They seek for the hidden essence of the subject and bring it to light in a dazzling display, recorded for ever.

Although our first thoughts may turn to images of living subjects, there is so much more. Some photographers focus on creating the amazing images we see in posters, magazines, and advertising, brilliantly using all the tools of the digital age to capture our attention and engage our imagination. Still other photographers produce true works of art which take their place beside those produced in other media and which inspire the viewer to see from a different perspective.

Tradebank customers are fortunate in having so many client photographers to choose from for all their needs. There are many different styles of work pursued by these artists, both in studio and on location. The grand occasions of life can be captured in traditional or contemporary images. This is especially true of wedding photography where the style will reflect the whole concept of the wedding. Portraiture, whether the subject is an adult, a child, or a pet, lends itself to the creativity of the photographer who works to record an image that brings out the true spirit of the subject. The range of subjects is wide from family groups, engagement photos, maternity and infants, to boudoir studies. Some photographers focus on Corporate, Event, or Sports photography. In the commercial area, customers can have images of their businesses or products for pamphlet, brochure, magazine, or website advertising. Nothing is better to grab the attention of potential customers than a well-crafted visual representation. Portfolios are offered also by several businesses. In a sometimes drab and sterile world, we need things that feed the soul. Art lifts us beyond the everyday into a world of beauty and possibilities. This is the area of expertise of several of the photo-



Photography by eye2eye imaging effects



Photography by Melanie Gillis

graphers listed and the work is breath-taking.

With so many photographers to mention, we are showcasing a few in detail and displaying the representative work of many more, in addition to the list which follows this article. Each business has a website which showcases a portfolio of work and may give pricing and details of sittings, along with the background information and philosophy of the photographer. Do take the time to explore these sites because this is a great opportunity for both personal and business image needs. Remember, too, that a special picture makes a wonderful gift or give the gift of a sitting. Smile!

Based in her Hamilton studio, but available for location work in Toronto, GTA, Burlington, Oakville, Guelph, Kitchener-Waterloo and Cambridge, **Melanie Gillis** is a fine art photographer and make-up artist. Gillis trained with leading figures in the Toronto fashion industry and this background shows in the crisp lines of her award-winning portrait work. She specializes in family portraiture and maternity subjects and in bringing out the warmth and personality of her subjects. Her individual style, she explains, has developed “ through use of natural make-up, soft flattering light and a warm, casual interaction with her subjects.” Wedding photography reflects her style by producing a more natural, realistic representation of the wedding day. To ensure a very polished image, wedding packages include make-up for the bride and bridal party and incorporate pre-wedding trials and product consultation. Melanie Gillis is also available for commercial projects and portfolios and will work with the client from the initial idea through to the final product. Samples of her work are available on her web-site, www.melaniegillis.com, as well as contact information for price quotes and bookings.



Photography by Melanie Gillis

John Sharp of **Sharp Images** began his love affair with photography in his home town of Midland, Ontario. On completing his studies in fine art photography, John travelled as a photojournalist, then spent ten years in Toronto creating images for both print and multi-media requirements Today, settled back in Midland, John runs his own studio where he and his team focus on portraits and fine art work. Portraits can be arranged both indoors and out. From May through to Thanksgiving, **Sharp Images** offers Portraits in the Park or Portraits at the Beach where the natural beauty of the Georgian Bay area provides a special background. John and the team enjoy giving engagements and weddings a creative twist and will work closely with the client to get the best images of these important moments. They also love to photograph destination weddings. In addition, the studio offers custom designed albums and DVDs. The best way to understand the work of **Sharp Images** is to visit



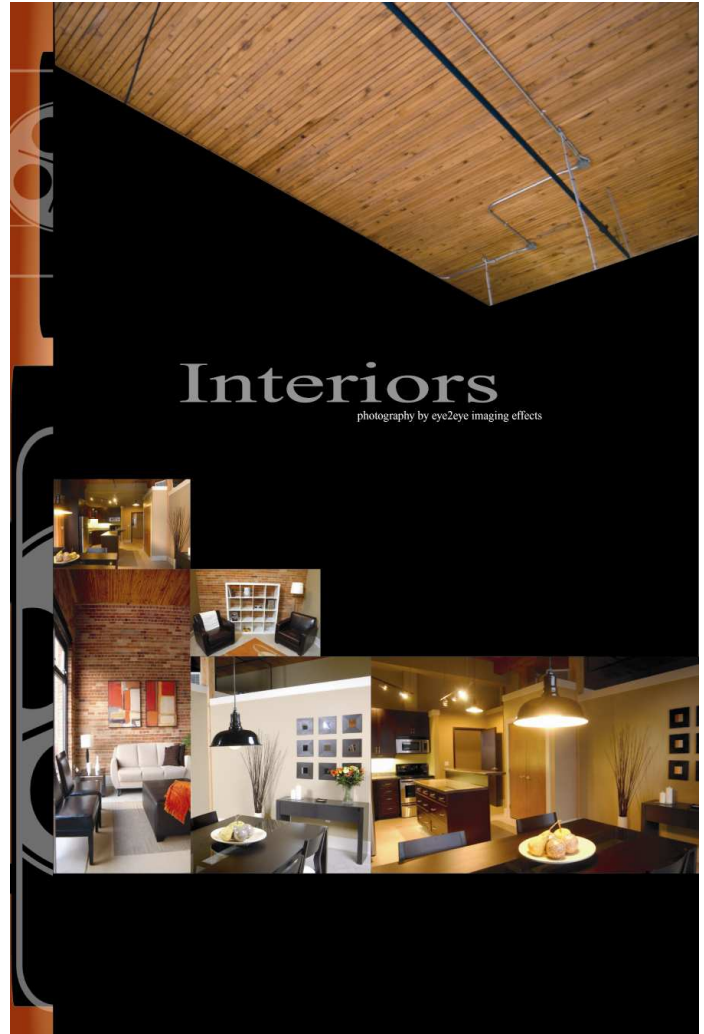
www.johnsharpimages.com where you will find an excellent gallery displaying the unique perspectives of this studio.

In an interesting connection, Farzin of *Farzin Photography* of Orillia, Ontario is also part of the studio team at *Sharp Images*. Farzin is an experienced portrait and commercial photographer who has developed his own “photo signature”. In his biography, Farzin states, “When I capture an expression that tells you something about the sitter’s soul, I have succeeded.” Farzin offers studio portraits of the individual or up to a group of twelve. Pet photography is also available. On location, special events, schools, businesses, the home or cottage may also be covered. For pricing and samples of Farzin’s work, visit www.farzinphotography.com.

Photographic Portraits Ltd. is a modern photo studio in the heart of Edmonton. Anna Bereza-Piorkowska is a European trained photographer who came to Canada in 1989. That background, blended with her Canadian experience, has produced her unique photographic art. Portraits of the family and of children are a specialty. Weddings can be captured using either a traditional approach or Anna’s unique journalistic style. This studio also accepts commercial projects of all kinds. In addition, several other services are offered such as photo restoration, canvas mounting, lamination and custom framing. At www.photographicportraits.com, many examples are available to illustrate “Fine art portraits by a European artist”.

The design studio and showroom gallery of *Eye2Eye Imaging Effects* is located in Guelph, Ontario. Artistic director, Brian Johnson, describes his work as “digital design with a difference”. The philosophy of this artist revolves around good design and innovation, excellence in the workmanship, integrity and client satisfaction. The studio’s expertise is focused on graphic design and illustration. Some examples are flyers, brochures, pamphlets, banners, posters, newsletters, and large format prints. Digital photo imaging is a second area and includes photo restoration, action and studio photography, and photo imaging services. Family, wedding, sports, and product photography are offered here. Contact the studio for pricing and policies. The fine art showroom showcases the stunning art of Brian Johnson and some works can be viewed on the web site. Samples of the other products of the studio are also available at www.eye2eyeimaging.com.

With so many professional photographers to choose from, there is bound to be a studio which suits you, whether for personal or business needs. Do take time to view the sites listed since most of these Tradebank clients have wonderful displays of their work and, as the old saying states, a picture is worth a thousand words.



Photography by eye2eye imaging effects