

DAYLESFORD

FOOD PHOTOGRAPHY WORKSHOP

\$2,950

IRON
CHEF
SHELLIE

PHOTOGRAPHY
by Ewen Bell



YUMMY PHOTOGRAPHY

Join us for 4 days in regional Victoria to explore food, photography and the rural charms of Daylesford. Iron Chef Shellie and Ewen Bell will be cooking up some beautiful exposures and sharing their secret recipes for lovely photography... Inside the kitchen, down at the farmgate and all over town.

March 31 - April 3, 2017
Max group size of just 6 people

1

ACCOMMODATION

4 DAYS STAYING AT A LOVELY FARMHOUSE
IN THE COUNTRY

3

COOL GEAR

PLAY WITH SOME GROOVY LENSES
AND FANCY FLASH KITS

5

INDULGENCE

ENJOY SERIOUS PAMPERING AT
DAYLESFORD'S FINEST EATS

2

INSPIRATION

FABULOUS FOOD PREPARED ON SITE
FOR YOU TO SHOOT AND EAT

4

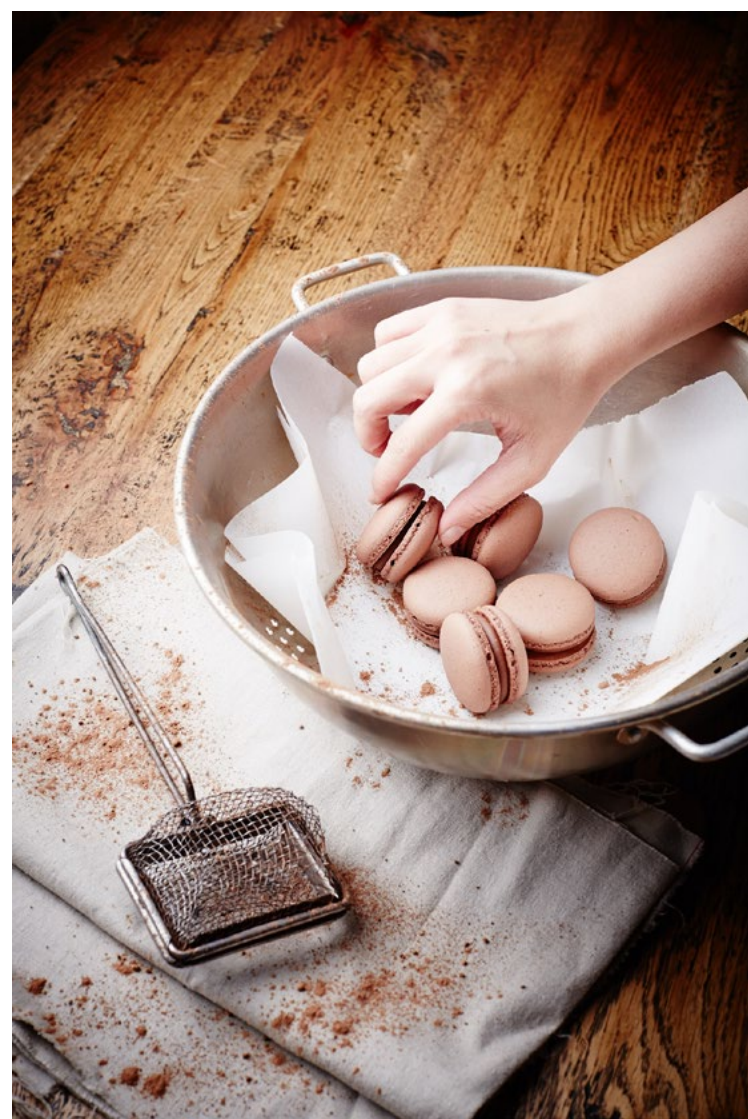
EDUCATION

LEARN FROM THE PROFESSIONALS
HOW TO STYLE AND SHOOT

6

PERSONAL

VERY INTIMATE WORKSHOPS FOR
JUST 6 PEOPLE





WORKSHOP SCHEDULE

- Mar 31** Drive yourself to Daylesford
11.00 am - Check-in
12.00 pm - Lunch @ The Farmhouse
2.00 pm - Introduction to Light, Styling and Processing
7.30 pm - Dinner @ Perfect Drop
- Apr 1** 8.00 am - Breakfast
9.00 am - Advanced Techniques with Tilt-Shift, Flash and Tethering
12.00 pm - Lunch @ The Farmhouse
3.00 pm - Afternoon Tea Shoot Session
7.30pm - Dinner @ The Farmhouse
- Apr 2** 8.00 am - Breakfast
9.00 am - Prop Shop at the Daylesford Market and Mill Market
1.00 pm - Pigs and Truffles
7:30 pm - Dinner @ Kazuki's
- Apr 3** 8.00 am - Breakfast
9.00 am - Big Prints
11.00 am - Departure from the farmhouse

**FULLY
INCLUDED**

EVERYTHING is included except the wine, and in fact we'll even have some of that to share as well. Bring your laptop and camera, but have a tinker with some of the professional gear as well.

We want you to relax and embrace the charms of Daylesford, fully. All arrangements are taken care of on your behalf once you arrive at the accommodation. We'll even drive you around so you're free to relax and enjoy the local wines with each fine dining opportunity.







TECHNICAL & CREATIVE

This is a chance to find the bridge between the technical challenges of shooting high quality food imagery and the creative journey that inspires us.

Feed both sides of the brain with on-hand expertise for styling, set design, prop selection, camera equipment, advice on lenses plus professional techniques for processing RAW files to achieve publication quality pics.

GOOD GEAR

The lens is more important than the camera, and a fast or wide lens can give you more creative opportunities. We'll also make available a tilt-shift lens for you to experiment with.

Don't think you have to be an expert on your lens, if your lens can shoot at f/2.8 you can do this workshop.

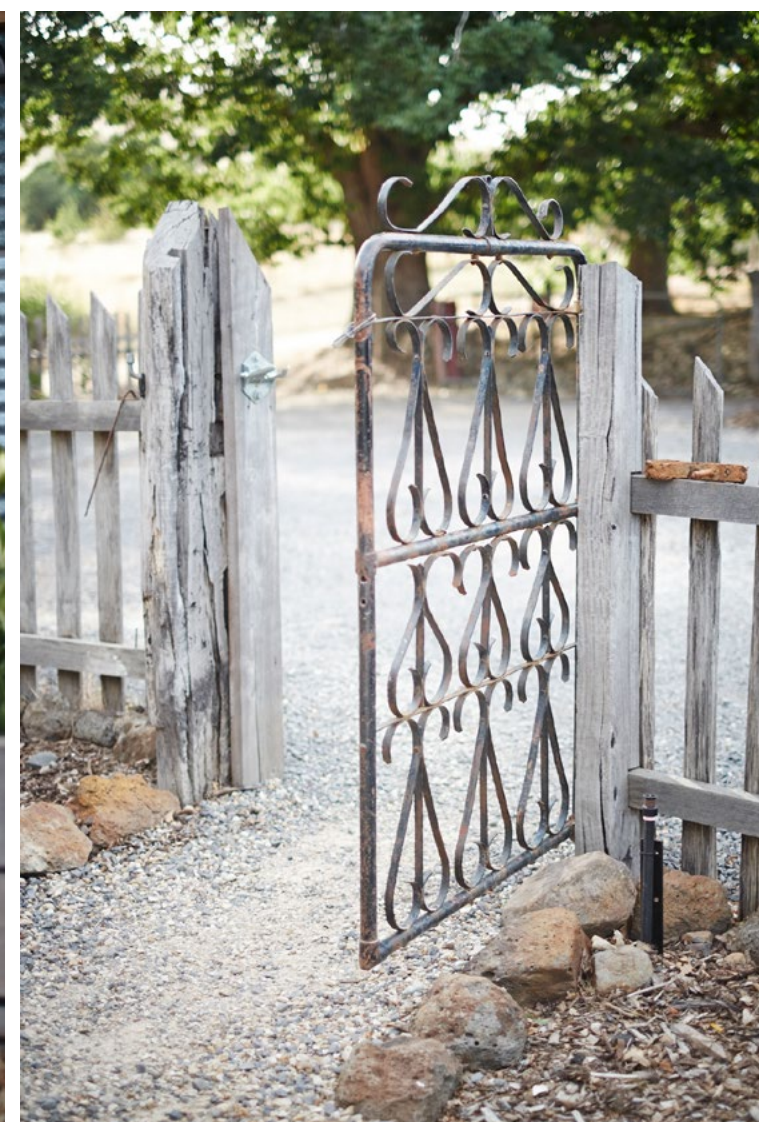
Tripod? Bring it if you have one and prefer to use it. They are not essential for food photography but for some people they would rather not leave home without it. Flash? We'll have some professional flash gear on hand to play with if you want to explore this aspect of shooting food and studio lighting.

YOUR LAPTOP

We encourage you to bring your laptop so you can explore for yourself what we practice in the sessions. The week before arriving in Daylesford we'll remind you to download a trial copy of Capture One or Lightroom. We'll show you the rest.

We'll be putting special attention on the presentation of your photos, not just shooting them. Making your images work well in a layout for print or digital is the next step beyond processing a digital file.

Think of this as a chance to build a folio, presenting a range of skills or building a collection tailored to a stylistic theme.





YOUR CAMERA

This is not a workshop restricted to professional cameras, we invite everyone and anyone who simply wants to enjoy their food and photography.

You'll need a DSLR camera and a lens or two. 24mm for outings to farms and the market, and a 50mm lens for shooting lovely food at the farm house. We will chat with you before the workshop to make sure you have a suitable lens, or can borrow one of ours.

We'll provide some lovely studio lights to help you practice controlled lighting with your photography, but equally we'll show you how to grab great shots when you're on the road (or at the cafe).

A good 24-70mm lens will do the job, but a fast f/1.4 50mm will be even better for pushing your photography to the highest level. We'll show you why.



GONE BUSH

Yes we'll be spending lots of time shooting sweet treats and fine cuisine. But food photography is not always about beautiful food on the plate.

This workshop will also be making a few stops in the region to search out those farm fresh ingredients that make the food special. Documenting the story of food from farm gate to kitchen makes for a more detailed a varied experience.

We'll also be meeting some of the local people who have helped to make Daylesford and surrounds a gourmet region.

Why not add a night or two to enjoy the springs and spa that nearby Hepburn is famous for?



ACCOMMODATION

The workshop price is based on twin-share accommodation in a lovely farmhouse near Daylesford. You will be sharing a room with someone of the same sex only.

The single room option costs \$400 and is offered in order of first to book. In the event of there being no twin share beds available you will have to book for the single room option.

This sometimes happens when we have 5 women and 1 man in the group, for example, and consequently the fellow has to book a single room.

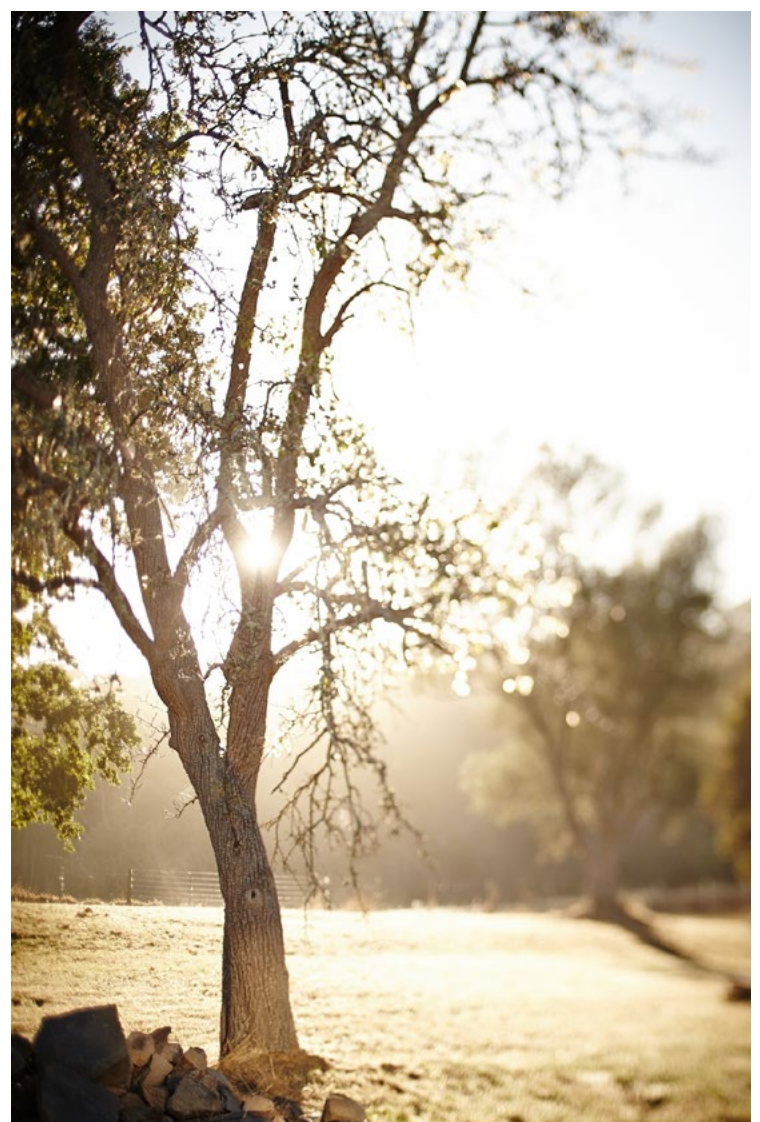




PEAR
\$3.99
kg



Potatoes
Dutch bream
Pinkie
4.99







YOUR STYLIST IRON CHEF SHELLIE

Self taught recipe developer, food stylist and photographer. Shellie has nearly a decade of blogging experience and now shoots and styles with some of Australia's best chefs. Shellie has a rare depth of knowledge in food, from the garden to the kitchen to the table to the camera. And everything she does comes with a giggle and a smile.

Shellie will show you how to turn a cake into a work of art with just a props and a little flair. Her collection of food styling props is the envy of her peers, the result of many years collecting random pieces of crockery, odds, ends and what most people would classify as junk.

When you join this food photography workshop you'll quick see why we call Shellie "The Queen of Props".

www.ironchefshellie.com.au



YOUR PHOTOGRAPHER EWEN BELL

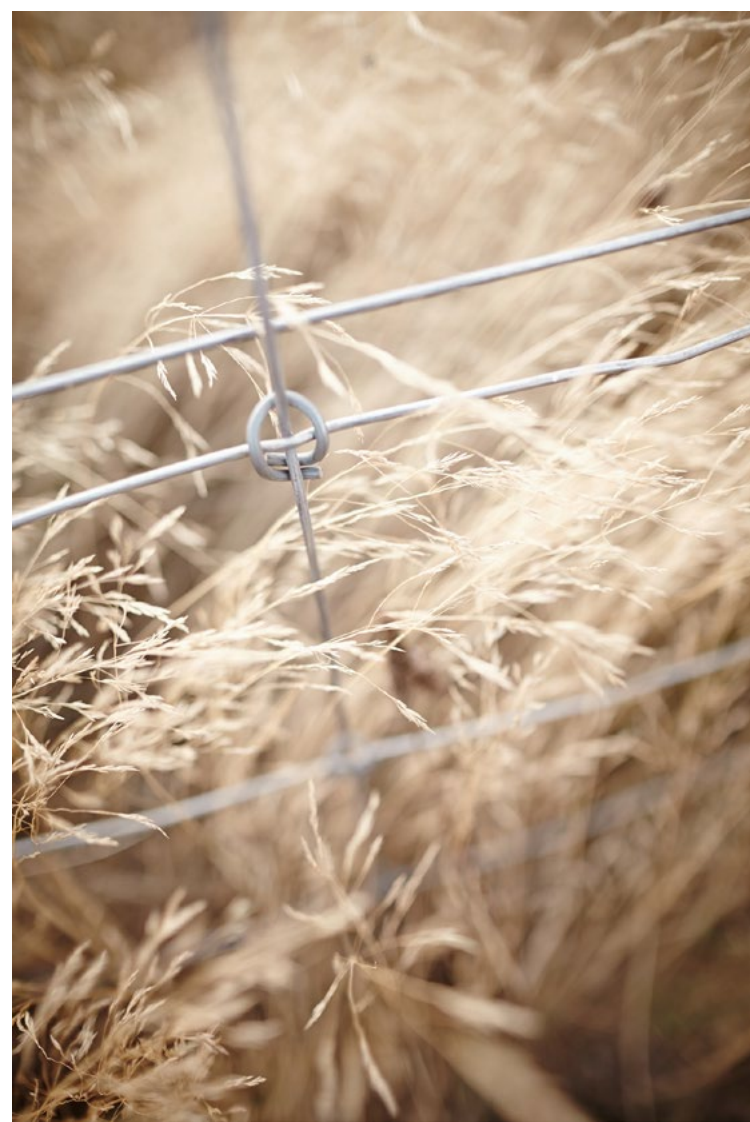
Travel photographer, journalist and former “editor at large” for Digital Photography magazine. Ewen photographs for Food & Travel UK, Lonely Planet Traveller UK, Luxury Travel, Vacations & Travel and several other publications in any given year.

Ewen will share his knowledge on how to turn photography into a successful career, or cultivate the joy of following a journey of love.

We welcome professionals on these workshop who want to talk about career development. Sharing is caring.

www.ewenbell.com

www.photographyfortravellers.com





4 DAY WORKSHOP / DAYLESFORD

MARCH 31 - APRIL 3, 2017

MAXIMUM OF 6 PEOPLE

\$2,950

HOW TO BOOK

To secure your place in the group of six for indulgence and inspiration, email your booking to ewen@ewenbell.com.

Once your registration and deposit has been received your place in the workshop is confirmed. A non-refundable deposit of \$950 is required at time of booking.



