

King Valley

Food Photography Workshop
\$2,750

Treasures of the Valley

Join us for 4 days to indulge in the best kept secret Victoria has to offer. Iron Chef Shellie and Ewen Bell will be cooking up some beautiful exposures and sharing their secret recipes for lovely photography... Just add Prosecco and get clicking.

Oct 12-15, 2015
Max group size of just 6 people



PHOTOGRAPHY
by Ewen Bell

IRON
CHEF
SHELLIE

1

Accommodation

4 days staying in seriously comfy cottages with single rooms

3

Cool Gear

Play with some groovy lenses and fancy flash kits

5

Indulgence

Fine dining and fine bubbles in generous supply

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 of just 6 people





Workshop Schedule

- Oct 12** Drive yourself to Dal Zotto Wines in Whitfield
10.30 am - Still life shooting with local produce
12.00 pm - Lunch @ Dal Zotto
2.00 pm - Introduction to RAW Processing
7.30 pm - Dinner @ Whitfiled Cottages
- Oct 13** 8.00 am - Breakfast
9.00 am - Photo shoot with Shellie's baked treats
12.00 pm - Picnic lunch @ Pizzini's and a little wine tasting
3.00 pm - Advanced Techniques with Tilt-Shift, Flash and Tethering
7.30pm - Wine tasting dinner @ King Valley Estate
- Oct 14** 8.00 am - Breakfast
9.00 am - Road trip to meet the cattle farmers and horses
12.00 pm - A very long lunch @ Brown Brothers
4.00 pm - Final session for processing and printing
7:30 pm - BBQ dinner @ Dal Zottos
- Oct 15** 8.00 am - Breakfast
9.00 am - Pack and review
11.00 am - Departure from the farmhouse

Fully
Included

EVERYTHING is included except your transport to the valley. Bring your laptop and camera, but have a tinker with some of the professional gear as well.

Four days of immersion in King Valley and it's characters, including a decent drop of Prosecco.

All arrangements are taken care of on your behalf once you arrive, including the accommodation. We'll even drive you around so you're free to relax and enjoy that drink.







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 camera can shoot at f/4 you can do this workshop.

Tripod? Bring it if you have one or we can always share among the group. Tripods with a horizontal center column are ideal for food photography. Flash? Only if you really want to. 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 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'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, plus a fast f/1.4 50mm will be rather useful too. We'll show you why.



Road Trip

The drive to Whitfield in the King Valley takes about 3 hours, and puts a few other regional treats within reach of some short motoring. Once in the valley you won't need to drive your car and will be free to enjoy the wines to complete satisfaction.

When you're full up with photography skill after the workshop we suggest you keep driving and spend the weekend enjoying towns such as Wangaratta, Beechworth and Bright. Naturally we can advise on places to dine and stay that will be equally indulgent and luxurious.

If you don't have your own car for driving around the region please let us know at the time of booking. A limited number of spaces will be available in our cars to get you there and back from Melbourne.







Your Cook Iron Chef Shellie

Self taught cook, baker, food stylist. Shellie is a graphic designer during the week, and a food blogger on the prowl in Melbourne and Australia. Constantly trying to replicate dishes from around the world, or merely inventing them off the top of her head. And always 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 “editor at large” for Digital Photography magazine. Ewen photographs for Food & Travel UK, Lonely Planet Traveller UK, Vacations & Travel Magazine in Australia, Escape Travel syndicated nationally 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.

www.ewenbell.com

www.photographyfortravellers.com



Finest Wines

King Valley is a special place for Ewen Bell, having been travelling to the region for the last 15 years. He has a deep respect for the wineries of the region, one that has grown deeper still in recent years with increasingly more regular food and wine shoots.

Ewen's personal connection with the valley is the foundation of this workshop. With the help of lovely people at Dal Zotto Wines, Brown Brothers and Pizzini Wines this event is imbued with the flavours of King Valley and the superb wines they produce.

King Valley is the best kept secret in Australian culinary travels, a hidden treasure that won't be a secret for too much longer.



4 Day Workshop / King Valley
October 12-15, 2015
\$2,750

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.



