

# DAYLESFORD

## FOOD PHOTOGRAPHY WORKSHOP 2024

### \$3,980

### 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... A creative and empowering experience, from kitchen to camera.

May 24-27, 2024

Max group size of just 6 people



IRON  
CHEF  
SHELLIE



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 WITH  
SHELLIE'S RECIPE COLLECTION

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





# 2024 WORKSHOP SCHEDULE

May 24

Drive yourself to Daylesford

- 11am – Introduction to Light, Styling and Processing
- 1pm – Lunch + Shoot @ The Farmhouse
- 3pm – Processing + Printing Session
- 7pm – Dinner @ The Farmhouse

May 25

- 8am – Breakfast
- 9am – Advanced Techniques with Tilt-Shift, Flash and Tethering
- 1pm – Lunch + Shoot @ The Farmhouse
- 3pm – Kanelbulle Shoot Session
- 7pm – Dinner @ The Farmhouse

May 26

- 8am – Breakfast
- 9am – Prop Shop at the Daylesford & The Mill Market
- 1pm – Lunch + Shoot @ The Farmhouse
- 3pm – Pigs + Paddocks
- 7pm – Dinner @ The Farmhouse

May 27

- 8am – Breakfast
- 9am – Berry Shoot
- 10am – Departure from the farmhouse

**FULLY  
INCLUDED**

EVERYTHING is included in the workshop, even the wine! 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 once you arrive at the accommodation. From espresso at breakfast to pinot with dinner. Love the experience of learning with Shellie and Ewen.







A still life photograph featuring a wooden cutting board with a large, whole red pomegranate at the top center. To its right lies a large knife with a black handle and a silver blade. In the foreground, several pomegranates are cut open, revealing their vibrant red seeds. The background is a red and white striped cloth. The lighting is soft and directional, creating a moody atmosphere.

# PHOTOGRAPHIC STYLE

Processing RAW files is about transforming your images to suit your creative style. Dark and moody? Light and bright? Mellow blacks? Subtle tones?

We're all on unique creative paths and so we all need unique creative options. Shellie and Ewen want to help you take control of processing RAW files to take control of your inspiration.











# 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.

Whatever camera you have, it doesn't matter, we can help you make the most of it. Having the right lens to match your camera is important, so we help you before the workshop to ensure you have a suitable lens to maximise your experience.

Smaller sensor cameras such as the Lumix G-series models are also fine, we just need to ensure you have the right lens to achieve the equivalent of 50mm and with a low f-stop for shallow depth of field.





# QUIET IMMERSION

You can't absorb everything you want to learn in the space of a one day workshop. You need quality time and a little space to take it all in.

Once a year we create this unique space for our guests, where they can immerse themselves in the magic of photography without the usual daily distractions.

Leave your world behind for just a few days and treat yourself.









# TECHNICAL + CREATIVE

This is a chance to find your bridge between the technical challenges of shooting high quality food imagery and your creative inspiration.

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









# YOUR LAPTOP

Capturing photos is only half the job; processing the RAW files is the other half. The month 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 devoting special attention to 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 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.

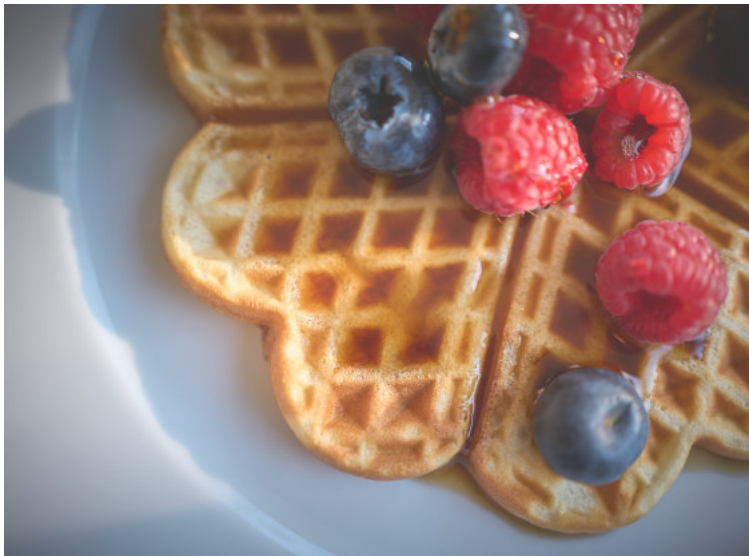




## THE LIGHT

We focus a lot during this workshop on how to work with light, and how to make it work for you. Photography is not really about cameras at all, it's about light.









# SLOW BURN

Every year this workshop is new and unique – It's never the same twice. Like the menu at a great restaurant, it evolves over time.

We've run them at many locations now, since the first one in 2010, from King Valley to Agrarian Kitchen in Hobart. We even use a few different farmhouses around Daylesford, depending on the year.

The core of the workshop is simple, but as technology and trends move forward, so do we.





## COMPOSITION + COLOUR

There is a dance between styling a scene and capturing an image. We step through the art of composition and give you some useful tools to help you build from scratch.







# LIFE SIZE PHOTOGRAPHY

It's a feature of this workshop that we make prints of our captures every day, as we watch our skills develop. When see your work printed at scale, only then do you appreciate just how good your camera and compositions really are.













# ACCOMMODATION

The workshop price is based on single room accommodation in a lovely farmhouse near Daylesford.

Over the years we have used quite a few different farms for this workshop and we like to mix it up. Some rooms can be a little fancier than others, so we offer the best rooms to the first people who book.

Sometimes we use a farmhouse where we need two people to twin-share instead of everyone having a single room, in which case we offer a 10% discount to the people who share a room.





# GONE BUSH

Food photography is not always about what's on the plate. This workshop makes a few stops in the region to search out those farm fresh ingredients, and local characters, that make Daylesford a gourmet region. Documenting the story of food from farm gate to kitchen makes for a more detailed and varied experience.





## YOUR STYLIST IRON CHEF SHELLIE

Recipe developer, food stylist and photographer. Shellie has nearly a decade of experience delivering premium quality images and content for her clients and online presence, and now shoots and styles with some of Australia's best chefs and brands.

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. Let Shellie show you how to turn a cake into a work of art with just a props and a little flair and a dash of patience.

[ironchefshellie.com](http://ironchefshellie.com)

IRON  
CHEF  
SHELLIE





# 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.

[ewenbell.com](http://ewenbell.com)











**4 DAY WORKSHOP**

**DAYLESFORD**

**MAY 24-27, 2023**

**MAXIMUM OF 6 PEOPLE**

**\$3,980**

## HOW TO BOOK

To secure your place in the group of six for indulgence and inspiration, email your booking to [shellie@ironchefshellie.com](mailto:shellie@ironchefshellie.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.

