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PRACTICAL

Issue 48 March 2015

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LESSONS

25 BEST-EVER TECHNIQUES

- 25 VIDEO TUTORIALS • A HISTORY OF PHOTOSHOP
- FULL GUIDE TO THE PHOTOGRAPHY SHOW 2015



“ Welcome to our biggest digital edition ever, celebrating 25 years of Photoshop! Subscribe and get a whole year of the magazine for just \$19.99 ”



My Photoshop story began in 1999, working in a High Street photo lab removing dust and scratches from old scans. A lot has changed since then (both for Photoshop and me!) and it's fascinating to hear from creator Thomas Knoll, and see how Photoshop has evolved over the past 25 years. Enjoy the issue!

James Paterson

James Paterson, Editor • james.paterson@futurenet.com

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HIGHLIGHTS: WHAT'S INSIDE...

The World of Photoshop

■ Be inspired by the very best Photoshop imagery

A chat with Thomas Knoll

■ Co-creator of Photoshop 1 reveals how it all began

Photoshop through the years

■ The evolution of Photoshop in a fascinating timeline

25 best-ever tutorials

■ Our greatest techniques, plus a full video for each!

The Photography Show guide

■ A bonus guide to the UK's biggest photo event



Transcendence

By Kevin Roodhorst

Using Photoshop CC 2014

1

Transcendence is an abstract creation made out of different shapes. Most of the light effects are made in Cinema 4D.

<http://tiny.cc/nxucux>

The *World* of Photoshop®

Get inspired by the very best new imagery



Mushroom

By Thiago Garcia

Using Photoshop CC

2 A creative idea that came to my mind when I was travelling. I tried to make something surreal with vivid colours.
<http://on.be.net/19llfyp>



Albustani

By Khaled Elmeli

Using Photoshop CC

6 This is about Wadi' al-Bustani, a Lebanese writer and poet from the first half of the 20th century. He was fascinated by Rabindranath Tagore's poetry, so he started working on translating his best work. Later on he decided to meet him in person in India.

<http://on.be.net/1F2faY5>

PRACTICAL Photoshop loves



“A dynamic image with sumptuous colour and toning, and bags of atmosphere. Great work, Khaled!”

James Paterson, Editor





Psychosis, Gum, Doubt

By Tayfun Pekdemir

Using Photoshop CC

3 **4** **5** The individual's loss of social and cultural harmony in his environment makes him increasingly despairing. In this context, a person finds himself in an unrealistic place between his personality and events.

<http://on.be.net/1z5hsBf>



THE MAN WHO WROTE PHOTOSHOP

25 years on, co-creator Thomas Knoll reveals how it all began



Back in the fall of 1987, Thomas Knoll should have been hard at work writing his PhD thesis, but instead he was procrastinating. His thesis was on computer vision (the process of teaching computers to understand images), but rather than writing it, he was playing around with image-processing algorithms, which he eventually combined into an application and gave to his brother John. At the time, John had a job at Industrial Light and Magic. They had a scanner that could scan in frames from a movie, digitally process them, and then write the images out to film again. "My brother saw that, and had a revelation," Thomas recalls. "He said, 'If we convert the movie footage into numbers, and we can convert the numbers back into movie footage, then once it's in the numerical form we could do anything to it. We'd have complete power.'" Over the



following months the brothers would knock ideas back and forth, and their hobby program grew, until it got to the point where John suggested they might be able to sell it. Thomas never finished the PhD.

The evolution of a name?

They called their prototype 'Display' at first. But when they started demoing the software to potential buyers, this seemed too basic, so they played around with names. 'Image Pro' lasted a few months before they realised it was already being used by another program. Then they tried 'Photo Lab', only to find that name was taken too. At another demo

“If we convert the movie footage into numbers we could do anything to it. We'd have complete power”

Adobe creative director Russell Brown and attendees of Adobe's 1990 Photoshop Invitational



▶▶ someone suggested Photo Shop, "Mind if I use that?" asked Knoll, assuming the eventual buyer would do its market research and come up with a more suitable name. But even after Adobe struck a deal with the Knoll brothers in 1989, the name somehow stuck. 25 years later, how does he feel about the program he created entering common language? "It really impresses on me how much this little project of mine had on the world when I'm watching TV or a movie and they use Photoshop as a verb. It sort of gives me a little thrill every time I hear that."

Along with the pride comes a pang of conscience on

the effect Photoshop and retouching has had on the body image, and the issues this can lead to for many women. "I would appreciate it if people would back off on that," he says. "Photoshop is a tool, and like any tool, it can be abused. It's largely on the ethics of the person doing it."

Right time, right place

Knoll acknowledges there was an element of 'right time, right place' to the success of his creation. Photoshop was originally conceived and marketed as a niche program for graphic artists, the movie industry, and pre-press professionals. Back then,

making a digital print was a complicated process that could easily cost thousands, well beyond the means of most photographers and enthusiasts. But the advent of the worldwide web in 1993 meant that suddenly there were thousands of websites that needed images, and those images needed to be compressed well because bandwidth was so limited - a job that Photoshop did very well. Another big moment came with the introduction of the home inkjet, which gave enthusiasts a means of output for their scanned images. But the most influential technical innovation to aid the success of Photoshop was the digital camera. The first D-SLR - Kodak's DCS 100 - was released a year after Photoshop.

It was Knoll's skill as a programmer that allowed him

“Photoshop is a tool, and like any tool, it can be abused. It's largely on the ethics of the person doing it”

“Content Aware technology blew my mind. It's something I never could have imagined 25 years ago”



to write Photoshop, but his enthusiasm as an amateur photographer led to many of the original Photoshop tools and features we all use today. Problems he encountered as a teenager in the darkroom later fuelled the process of digital innovation. Knoll was frustrated by the lack of control over creating prints with strong black and whites. In the darkroom he could either shift both ends of the tonal range one way or another, but he couldn't take control of highlights and shadows independently. So he came up with Levels in Photoshop 1. Knoll is still an avid photographer, as are most of the developers who work on Photoshop today. He considers this an important point that allows developers to



Photoshop's Tools panel is virtually unchanged from the interface implemented in version 1

solve problems posed from a photographer's perspective.

As if writing every line of code in Photoshop version 1 wasn't enough, Knoll is also the man behind another feature that many photographers consider to be even more useful. In 2002 Adobe realised there was increasing demand for raw-processing support. After buying a Canon D60 digital camera that could shoot raw images, Knoll volunteered to

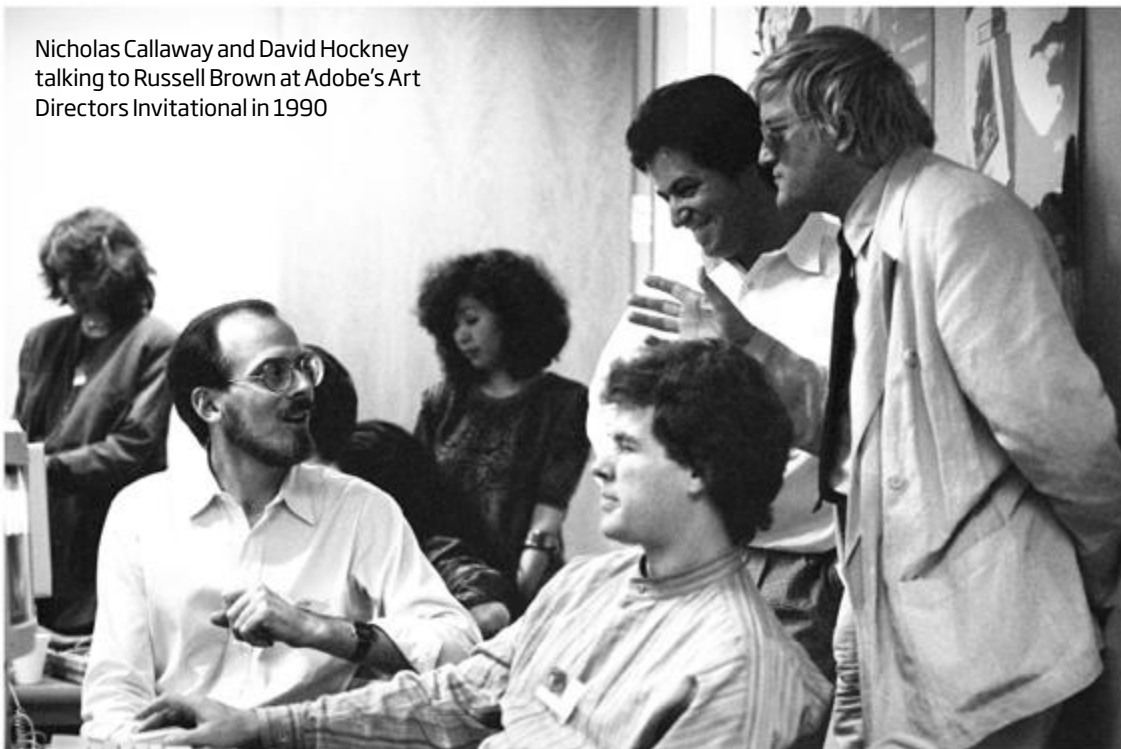
head the project. The result was the Camera Raw plugin, the feature that also powers Lightroom's Develop module. These days Knoll works almost exclusively on raw processing. Asked what his favourite Photoshop features are, he considers Camera Raw to be up there with layers.

Perspectives on CC

Asked how he feels about Adobe's move to a subscription model, you'd expect Knoll to tow the company line. But he offers a genuinely positive perspective. From his point of view as a programmer, the subscription models allows him to concentrate on delivering incremental improvements to Photoshop, without the distraction of having to come up with four or five marquee features, some of which may not be that useful. So in terms of delivering the tools and functionality photographers and designers need, he believes CC has greater benefit.

And what about the future? Does Knoll think Photoshop has reached a peak already? "Every time a significant feature is added to Photoshop I tend to be surprised that it's possible. Content Aware technology blew my mind. It's something I never could have imagined 25 years ago when I was starting Photoshop. I don't think we're anywhere near the limits of the capabilities of image processing yet'.

Nicholas Callaway and David Hockney talking to Russell Brown at Adobe's Art Directors Invitational in 1990



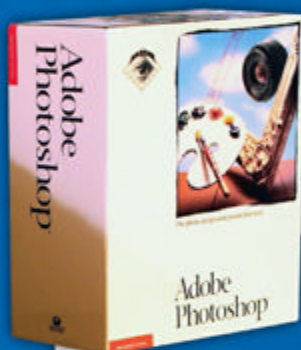
THE PHOTOSHOP TIMELINE

1987

Thomas Knoll developed computer code that displayed greyscale images on monitors only able to display in black and white



SEPTEMBER 1988
Knoll brothers pitch to Adobe using Jennifer in Paradise



AUGUST 9, 1989

The Abyss is released in cinemas; first motion picture to use Photoshop

1989

Adobe acquires Photoshop

FEBRUARY 19, 1990
Photoshop 1.0 released

MAY 1, 1991

Kodak launches the first D-SLR camera, the DCS 100

NOVEMBER 1992
Photoshop 2.5 released; adds Windows version

1992

Photoshop added to the dictionary as a verb meaning "to manipulate or alter a digital image"



SEPTEMBER 1994

Photoshop 3.0 released; adds layers functionality and features to help users in medicine and science

SEPTEMBER 2000
Photoshop 6.0 released; support for vector shapes introduced



VERSION DATES AND FEATURES

PHOTOSHOP 1.0 (LAUNCHED FEB 19, 1990 FOR MAC)

Code name: None

Lasso
Crop
Magic Wand
Eyedropper
Smudge
Stretch/Shrink
Hue/Saturation adjustments
Feathered edges
Blur
Gradient

PHOTOSHOP 2.0 (JUNE 1991)

Code name: Fast Eddie

CMYK
Paths
Pen

PHOTOSHOP 2.5 (NOV 1992)

Windows version
16-bit support
Palettes

PHOTOSHOP 3.0 (SEPT 1994)

Code name: Tiger Mountain

Layers
Tabbed palettes

PHOTOSHOP 4.0 (NOV 1996)

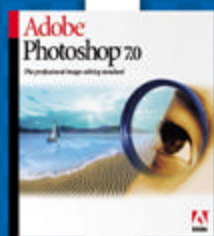
Code name: Big Electric Cat

Actions
Adjustment layers
Rubylith overlays
(aka Quick Mask)

PHOTOSHOP 5.0 (MAY 1998)

Code name: Strange Cargo

History (multiple undos)
Color Management
Magnetic Lasso
Editable type and type layers
Layer effects
Measure



MARCH 2002
Photoshop 7.0
released, includes
Adobe Camera Raw



OCTOBER 2003
Creative Suite released;
features Shadows and
Highlights as well as
Lens Blur

APRIL 2005
Creative Suite 2 released,
features Spot Healing
Brush and Smart Objects



APRIL 2007
Creative Suite 3
released with an
updated UI

**FEBRUARY
19, 2007**
Lightroom 1
released

OCTOBER 2008
Creative Suite
4 released,
introducing the
Adjustment panel



MAY 2012
Creative Suite
6 released;
introduces the
Blur Gallery

APRIL 2010
Creative Suite 5
released; adds
the Content Aware
Fill

**JANUARY 12,
2012**
Kodak files for
bankruptcy

MAY 2013
Photoshop CC
released



**JANUARY
2014**
Photoshop
CC adds 3D
printing
support

FEBRUARY 19, 2015
Photoshop celebrates
25 years

PHOTOSHOP 5.5 (FEB 1999)

Save for Web
Extract and Image Ready
Image slicing and rollover effects
for web graphics
Web photo gallery automation
Magic Eraser/Background Eraser

PHOTOSHOP 6.0 (SEPT 2000)

Code name: Venus in Furs

Vector shapes
Liquify filter
Layer Styles and blending
Text Warp
Content layers

PHOTOSHOP 7.0 (MARCH 2002)

Code name: Liquid Sky

Healing Brush
Camera Raw
Painting engine
Polygonal Lasso

PHOTOSHOP CS (OCTOBER 2003)

Code name: Dark Matter

Shadows and Highlights
Match Color
Lens Blur
16-bit support
Large files
Smart Guides

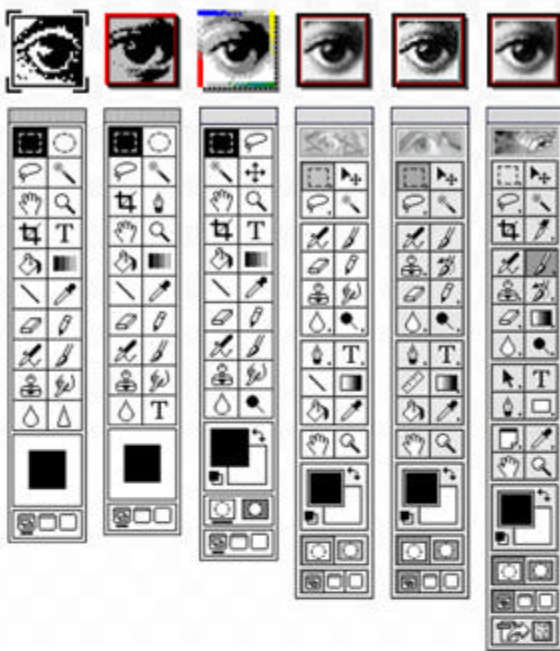
PHOTOSHOP CS2 (APRIL 2005)

Code name: Space Monkey

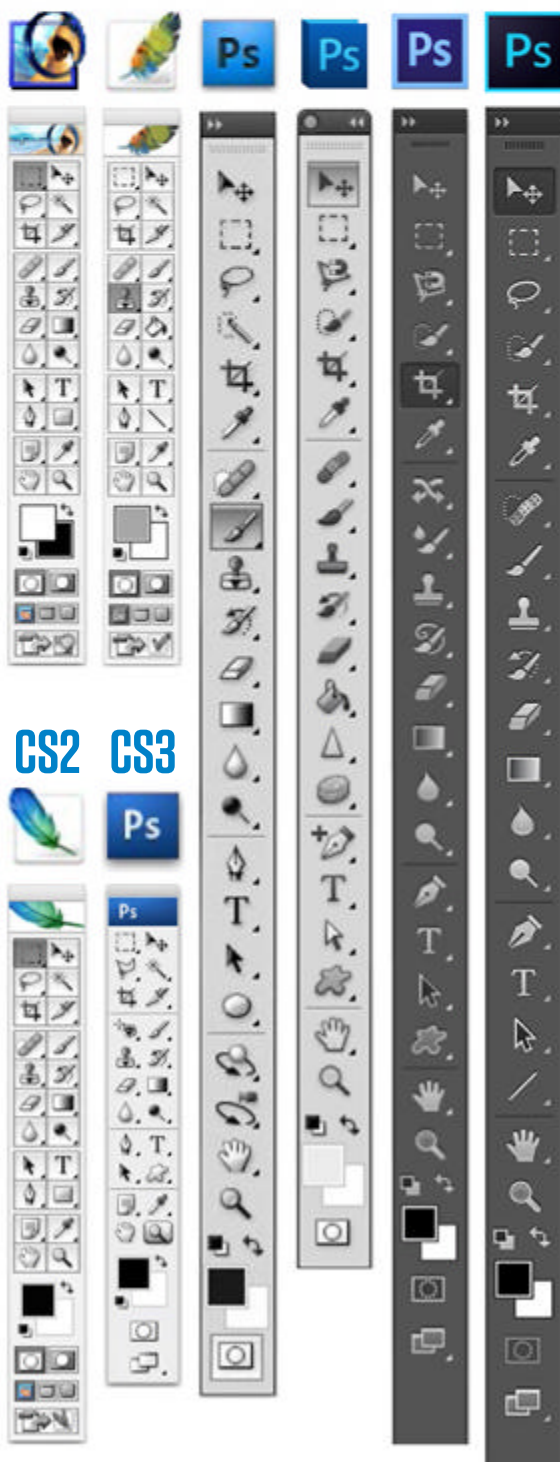
Smart Objects
Image Warp
Spot Healing Brush
Smart Sharpen
Vanishing point
HDR imaging
Bridge
Animation
Multiple layer control
Menu customisation

THE EVOLUTION OF PHOTOSHOP ICONS

PS1 PS2 PS3 PS4 PS5 PS6



PS7 CS CS4 CS5 CS6 CC



PHOTOSHOP CS3 (APRIL 2007)

Code name: Red Pill

Updated UI
Native Intel Mac support
Quick Select
Advanced black-and-white
Smart Filters
32-bit file support
Lightroom integration
Adjustable cloning/healing
Refine Edge
Improved Curves

PHOTOSHOP CS4 (OCTOBER 2008)

Code name: Stonehenge

Content Aware Scaling
Open GL support
64-bit on Windows
Adjustment panel
Image and layer blending
Re-editable masks
Improved Dodge and Burn
Improved Sponge
Auto blend 360 Panoramas
Merge 2D and 3D layers
Enhanced layer alignment
Extended Depth of Field

PHOTOSHOP CS5 (APRIL 2010)

Code name: White Rabbit

Content Aware Fill
Puppet Warp
64-bit Mac OS
Brush enhancements
Lens correction
3D
Mixer Brush
Improved HDR imaging

PHOTOSHOP CS6 (MAY 2012)

Code name: Superstition

Content Aware
Patch and Move
Blur Gallery
New Crop
Improved vectors
Improved type support
Improved Liquify filter
Dark UI
Paragraph Styles
Character Styles
Copy CSS properties
Background save
Auto recovery
Preset Migration/Sharing

PHOTOSHOP CC (MAY 2013)

Code names: Lucky 7 (14),
Single Malt Whiskey Cat
(14.2), Surfing Cow (15)

Camera Shake Reduction
3D printing
Generator
Perspective Warp
Linked Smart Objects
Blur Gallery Motion Effects
Behance integration
Creative Cloud Libraries
Improved layer comps
Improved Smart Guides
Extract Assets
(Generator UI)
Camera Raw as a filter
Improved Smart Sharpen
Intelligent upsampling
Experimental features
Font search
Typekit Desktop Fonts
Focus Mask

Master your CAMERA

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<http://myfavouritemagazines.co.uk/photo>



Canon: <http://tiny.cc/0zj4nx>

Nikon: <http://tiny.cc/wpfwvx>



25 BEST-EVER TECHNIQUES

To celebrate a quarter century of Photoshop, we dip into the Practical Photoshop archives to bring you our best Photoshop tutorials, each with a full video walkthrough

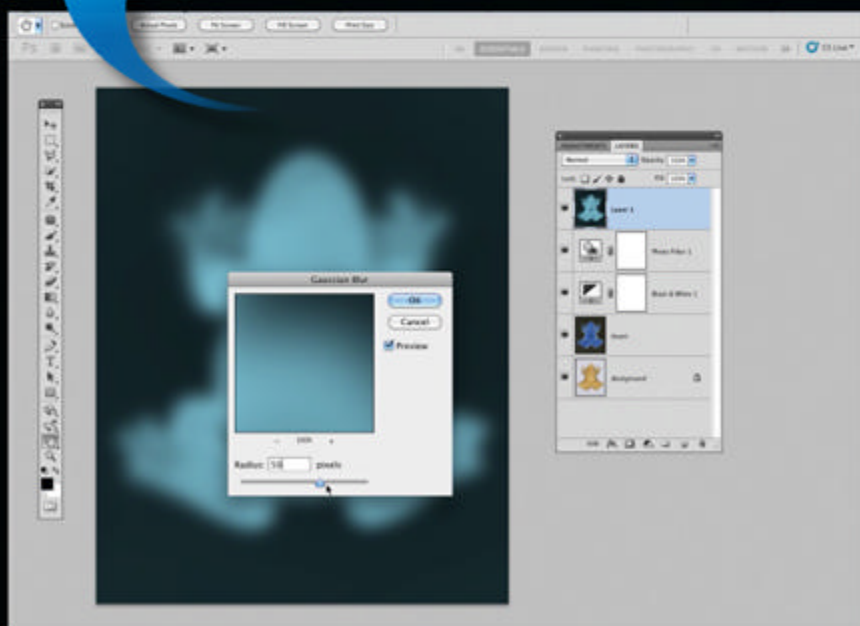
►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC

1 CREATE AN X-RAY EFFECT



WATCH THE VIDEO

<http://tiny.cc/s92cux>



The characteristic negative tones and cyan hues of X-rays can be easily applied to regular images. Okay, so we're not really looking inside the subject, but the overall effect works a treat. First invert tones with **Cmd/Ctrl+I**, then remove the colour and add a blue tint with a Photo Filter adjustment layer. To get a soft X-ray-like glow, press **Cmd/Ctrl+Shift+Alt+E** to merge the visible layers into a new layer. Add a Gaussian blur filter set to about 50 pixels and change the blending mode to Soft Light.

►► **DOWNLOAD PROJECT FILES HERE** <http://tiny.cc/wzkiux> ON YOUR PC OR MAC

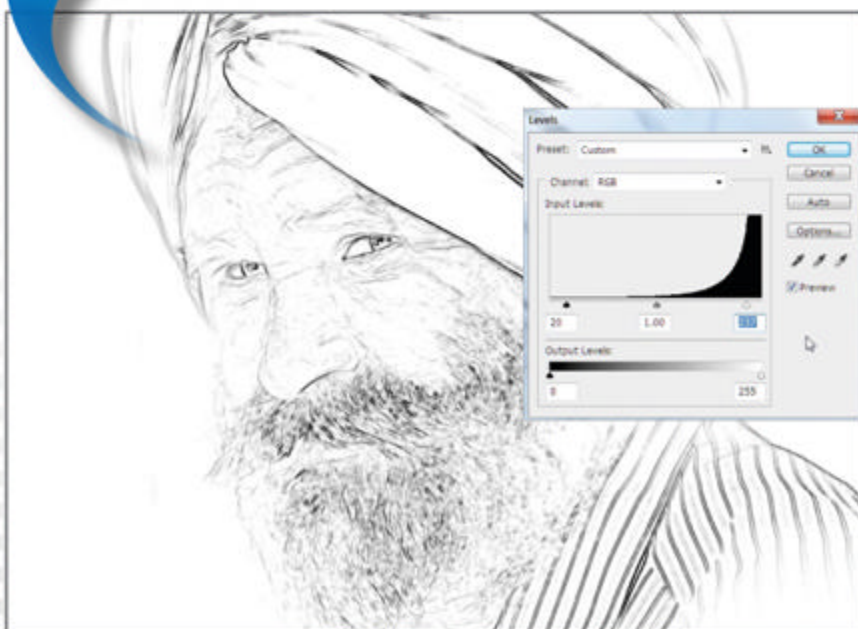


2 MAKE YOUR OWN LIGHTSABER



The closest we'll come to owning a lightsaber can be achieved easily in Photoshop with a simple blur and colour balance edit. Using the Pen tool or the Polygonal Lasso tool, plot out the shape of the shaft, then fill the selection and copy it four times. Apply varying strengths of Gaussian blur to each layer. Merge them down or place them into a group, then use Color Balance to add a blue tint to the glow (or red if you're drawn to the dark side).

3 GET THE LOOK OF GOUACHE PAINT



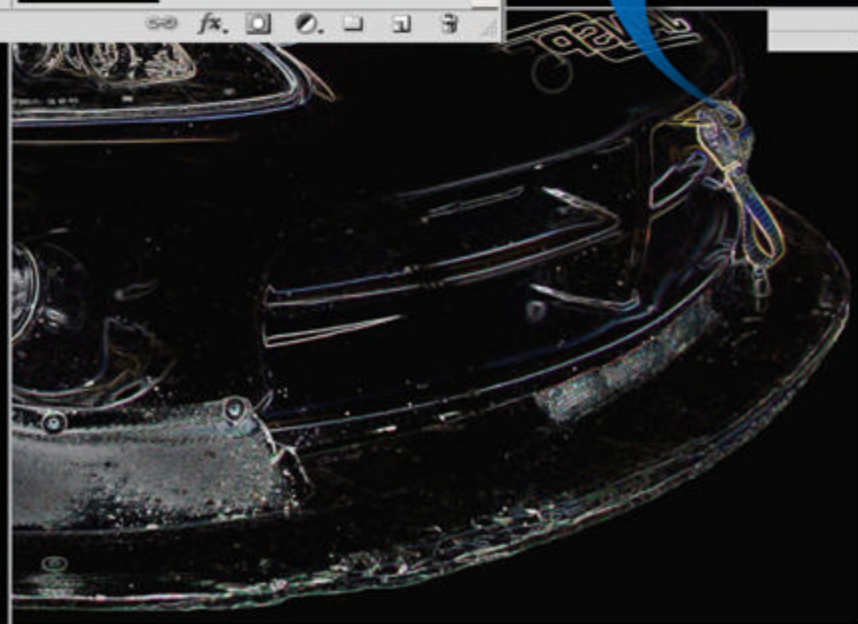
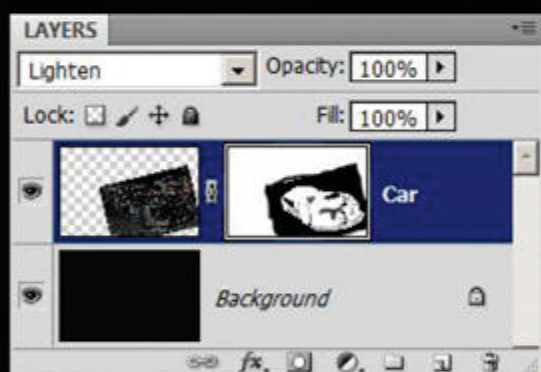
Traditionally, gouache is often used for making posters. It's an opaque watercolour that's usually applied thickly. You can give any image the look of a colourful gouache painting by using a simple tracing and colour-sampling technique. Begin by making a line drawing of the image (with a combination of the Glowing Lines filter and Levels), before applying paint to different layers to build up the effect. Using the supplied brush presets, even those who find painting difficult will be able to achieve a wonderful effect.

4 WHEELS ON FIRE



WATCH THE VIDEO

<http://tiny.cc/go3cux>

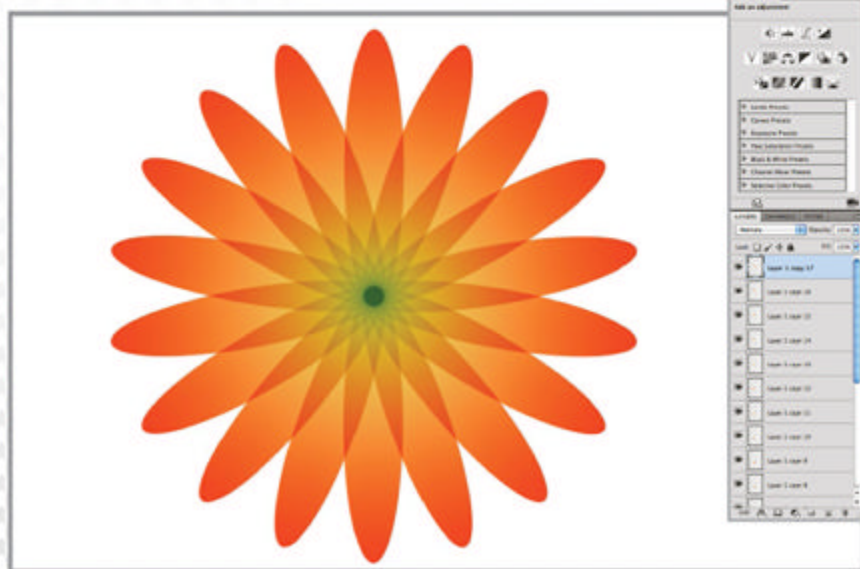


If you have a burning desire to light up your subjects, this effect is perfect for you, and it's much easier and quicker to achieve than it looks. As long as your subject is on a dark background, it's as easy as changing the blending mode to Lighten. Use Transform controls like Warp to shape the smoke and flames to match the outline of your subject, then fine-tune where the flames appear using layer masks. Among the project files you'll find a great selection of smoke and fire images, ready to use in your own creations.

►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC



5 CREATE SPIRAL FLOWERS



You can make recurring patterns with a quick Photoshop shortcut that enables you to copy a layer and repeat a transform command in one go. It means all you have to do is make a shape on a layer, transform the shape slightly in any way you like(perhaps by rotating slightly), then use the shortcut **Cmd/Ctrl+Shift+Alt+T** to copy and repeat the movement. Perfect for making geometric patterns like these Spirograph-inspired flowers.

6 MAKE A CINEMAGRAPH

SELECT YOUR MOVEMENT

Identify the part of the image that you want to move, and apply a mask to get a transparent centre.



MOVING PICTURE

When you run your cinemagraph, your still images will look like a video clip on a continuous loop.



WATCH THE VIDEO

<http://tiny.cc/qufiux>

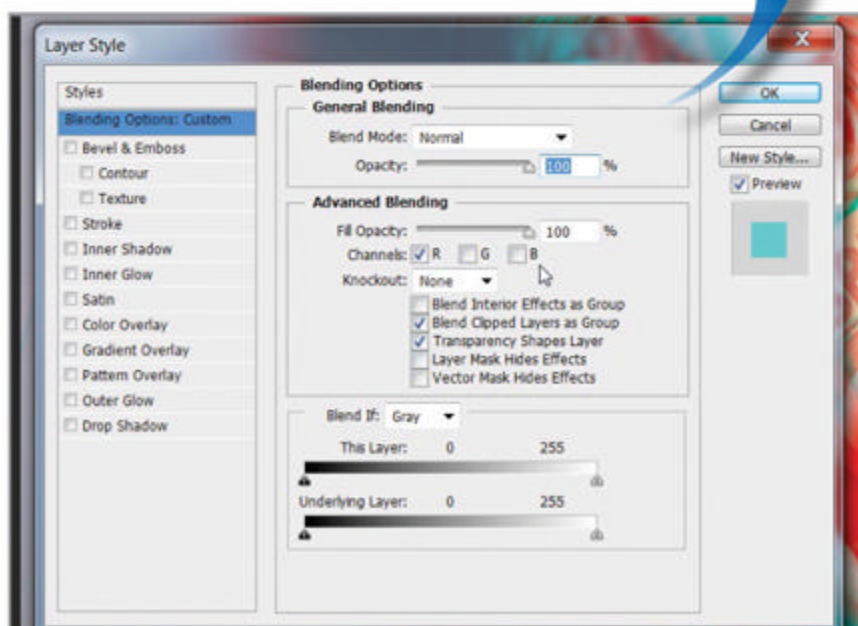


It might come as a surprise to some, but many of the techniques we routinely apply to still images can also be used on video, such as the ability to mask part of a layer so that the underlying layer - or in this case, the underlying video - shows through. 'Cinemagraphs' are beguiling little GIFs in which a small area of an image features movement while the rest is frozen. The technique is simple. Shoot a short video sequence, grab a still from the sequence, and copy it to a layer above the video clip, then mask a small area of the layer to show the video underneath.



WATCH THE VIDEO
<http://tiny.cc/hr3cux>

7 MAKE TRUE 3D IMAGES



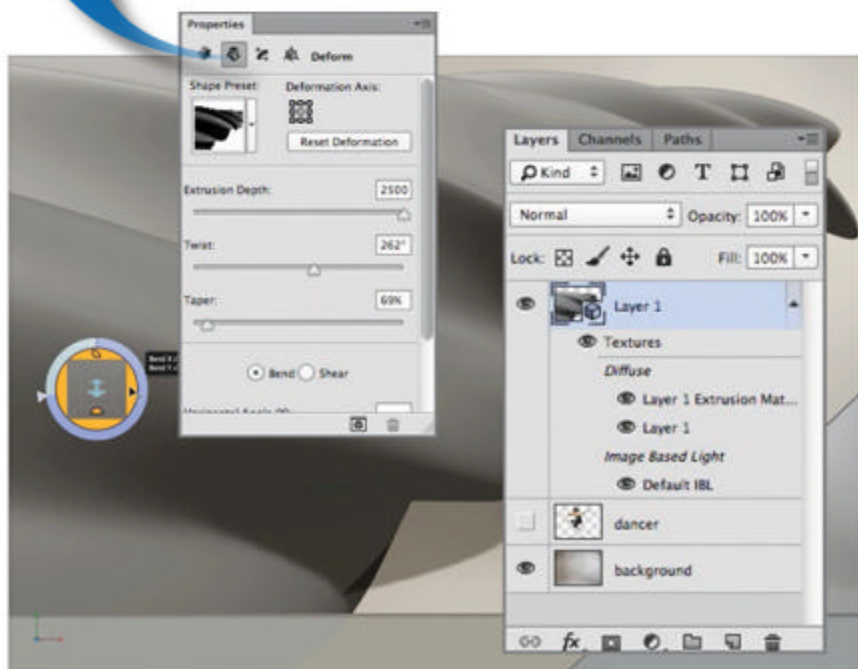
To create 3D anaglyphs that really work with 3D red/cyan glasses, all we have to do is mimic the way our eyes behave by taking two photos at slightly altered positions, one for each eye. Then we colour each frame differently so that the red and cyan lenses in a pair of 3D glasses filter them. To do so, bring the images together on separate layers, then make the 'left eye' red by turning off the G and B boxes in the Layer Style box's blending options. For the 'right eye' layer, turn off the R to make it cyan.

►► **DOWNLOAD PROJECT FILES HERE** <http://tiny.cc/wzkiux> ON YOUR PC OR MAC



WATCH THE VIDEO
<http://tiny.cc/qxgiux>

8 MAKE YOUR OWN 3D ASSETS FROM SCRATCH



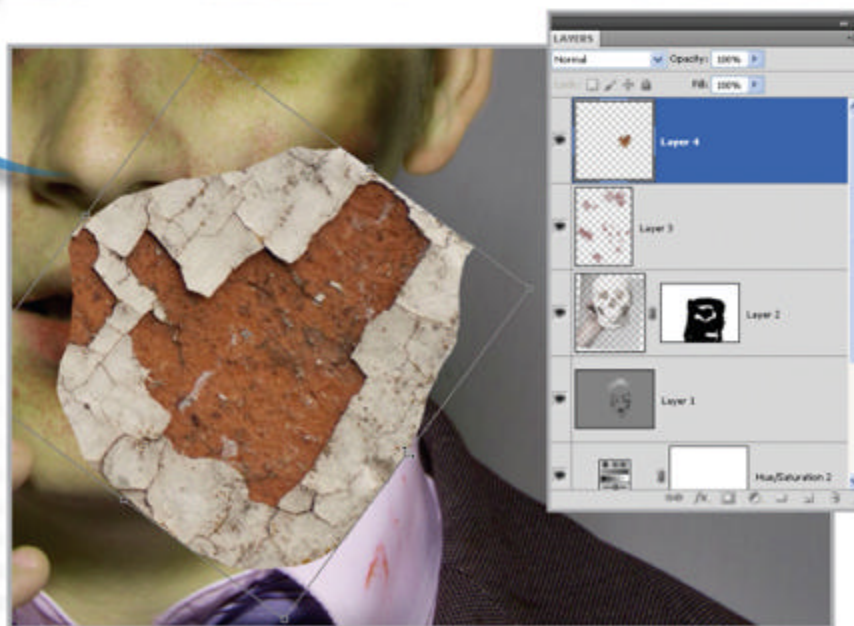
Photoshop's 3D tools enable you to create amazing 3D graphics in just a few minutes with a few simple techniques. To make these twisting 3D shapes, first, make any shape on a new layer, then extrude the shape with 3D>New 3D extrusion from selected layer. Use the 3D panel to extend the extrusion and rotate it to get a better view, then select the object and press V to get the Head-Up Display, and click and drag within the different segments to twist, bend, taper and extrude the object as you wish.



WATCH THE VIDEO
<http://tiny.cc/6ijjux>

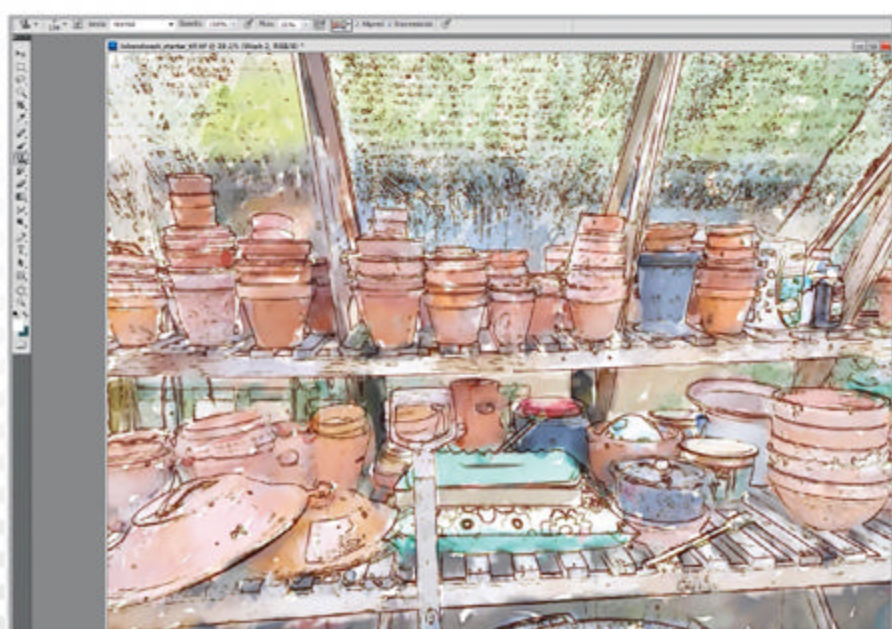
9 WAKING THE DEAD

The zombie movie genre dates back to *White Zombie* in 1932, but it was George Romero's 1968 low-budget offering *Night of the Living Dead* that gave rise to the future hordes of zombie movies, computer games and TV shows. Thanks to Photoshop's editing tools, we can 'zombify' friends and family without the need for expensive prosthetics. With a few basic compositing skills, you can easily transform your friends into the walking dead.





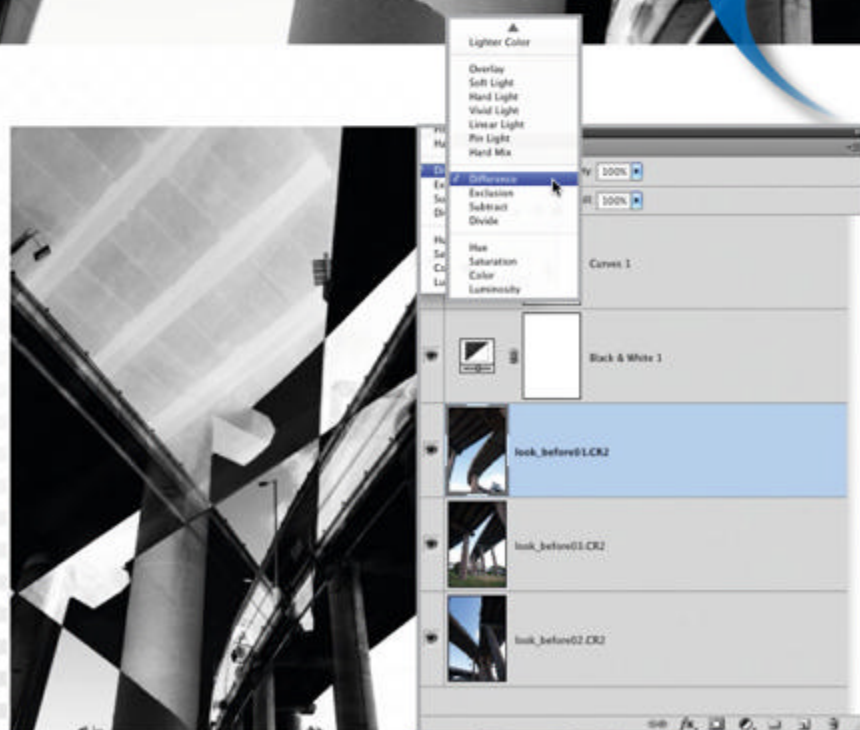
10 INK AND WASH PAINTING



Ink and wash treatments have the look of a completed sketch made with dark brown ink, with a colourful, loose watercolour wash applied on top of it. You can achieve a similar effect in Photoshop using filters to make an ink drawing, the Pattern Stamp tool to simulate the wash using the supplied tool presets, and various patterns to apply realistic paper and watercolour artefact textures to the image. A digital tablet and pen tool adds to the ease and fun of the painting process, but you can do it with a mouse if necessary.

►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC

11 MAKE STRIKING EFFECTS WITH LAYER BLENDING



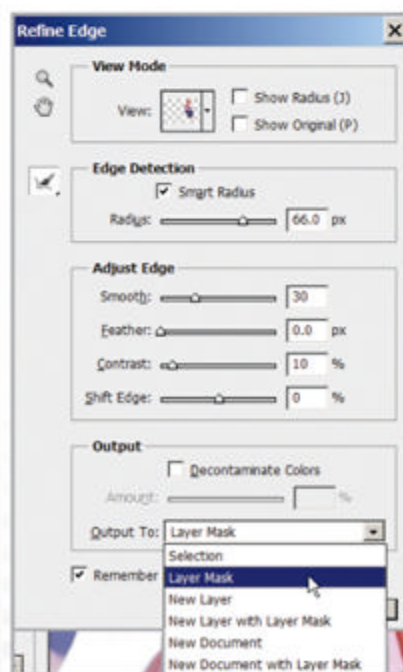
Blending modes are at the heart of this triple-exposure technique, and taking the time to understand how they work will help not only with this tutorial, but also with a wealth of other creative Photoshop effects. Experiment with a range of different blending modes and notice the strikingly different ways the layers merge with each other. To get the desired look for our three images here, we changed the blending mode of the top image layer to Difference, and the middle image layer to Exclusion. It's that simple!



WATCH THE VIDEO
<http://tiny.cc/ac3cux>

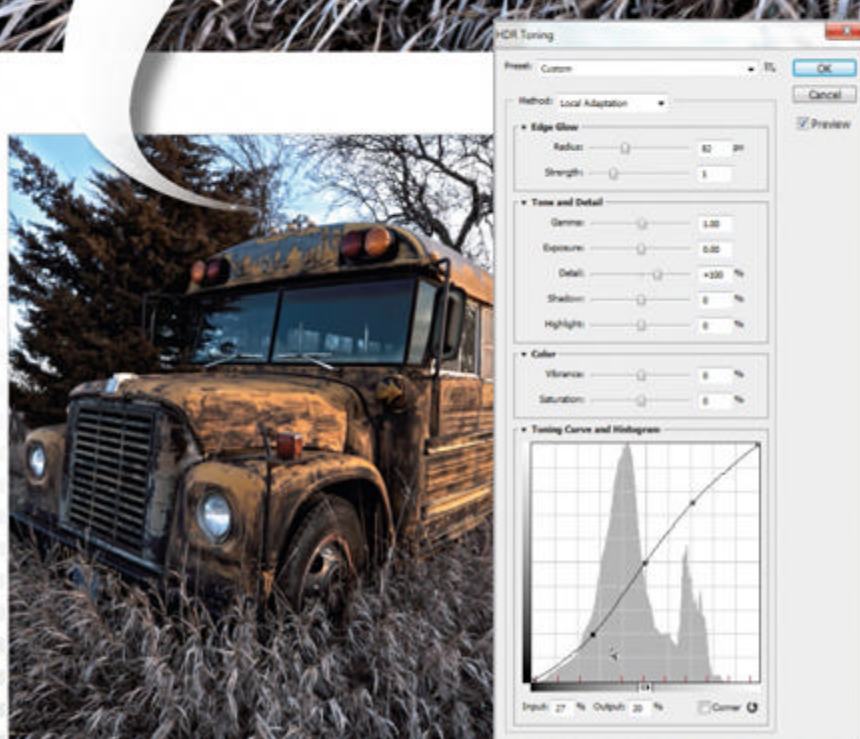
12 MAKE A GIANT TODDLER

Even at normal size, there are few more fearsome sights than a rampaging toddler, especially one armed with a paintbrush. We can make our subjects larger than life with simple compositing skills. A precise cutout is essential, and this is where Refine Edge comes in. The Radius setting in Refine Edge enables you to increase the area of refinement along parts of the selection edge, meaning that the command will look further afield to include the pixels you want, and exclude the pixels you don't want.





13 MASTER THE ART OF HDR

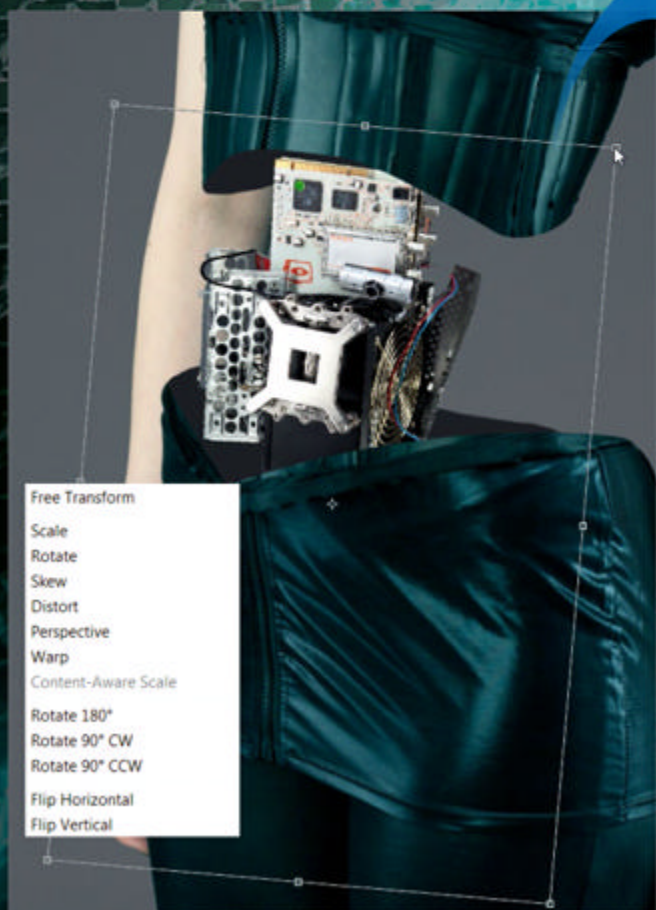


HDR is a controversial subject in photographic circles, and few photographers sit on the fence. However, despite their garish reputation you've probably seen a wide range of images you thought were normal without realising they were HDR. To merge several exposures into an HDR image, select them in Bridge and choose Tools>Photoshop>Merge to HDR Pro then wait for Photoshop to do its thing. You can either choose to use the settings in the HDR box to tone-map your HDR, or apply tone-mapping in Camera Raw.

►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC

14 CREATE A CYBORG

Photoshop enables you to perform a task in seconds that could take days in the darkroom, but there are plenty of similarities between modern digital techniques and older analogue methods. Both involve shooting different elements with forward planning on how they should be combined, and both use masks to hide or reveal parts of an image. We've done half of the work for you in this tutorial. There's a large selection of 'cyborg_parts' images in your project files that have been cut out for you. To build the cyborg montage, you need to be able to target, position, rotate and resize different layers. This is where the Move tool and Transform controls take centre stage.



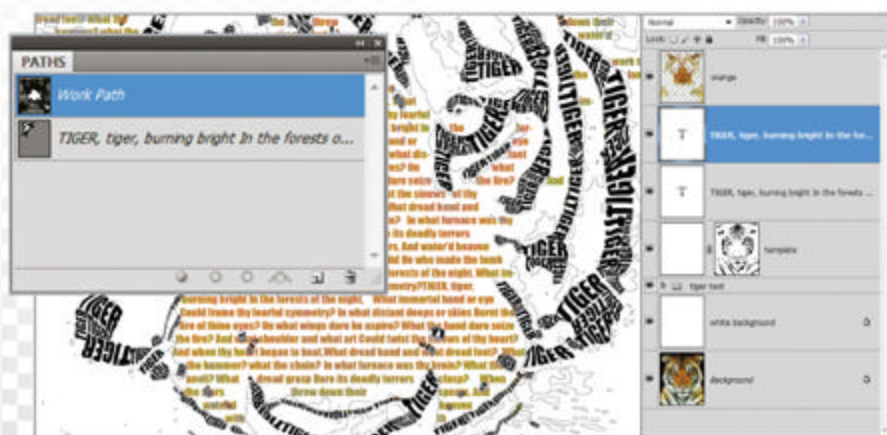
WATCH THE VIDEO
<http://tiny.cc/3o3cux>



WATCH THE VIDEO
<http://tiny.cc/5a3cux>

15 TIGER, TIGER

Creating a type effect like this involves filling complex shapes with text. This is where selections and paths prove invaluable. You can make a selection based on colour, as we've done here with the orange fur on the tiger. Then once you're happy with a selection you can turn it into a path with the Make workpath from selection icon at the bottom of the Paths panel. Then all you have to do is copy a passage of words, grab the Type tool, hover the tool over the path, then paste the passage into the shape of the path.





WATCH THE VIDEO
<http://tiny.cc/tp3cux>

16 CREATIVE CONTACT SHEETS

In the days of the darkroom, film would be chopped into fours or sixes, then lined up and used to create a contact sheet. In most cases, this served as a useful overview of the roll of film, but there are more creative possibilities. The key to this technique is the option to unlink the image part of a layer from its mask so each can be moved independently of the other. The beauty is that you can tweak the position of any window at any stage.



►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC



17 LET YOUR IMAGINATION TAKE FLIGHT

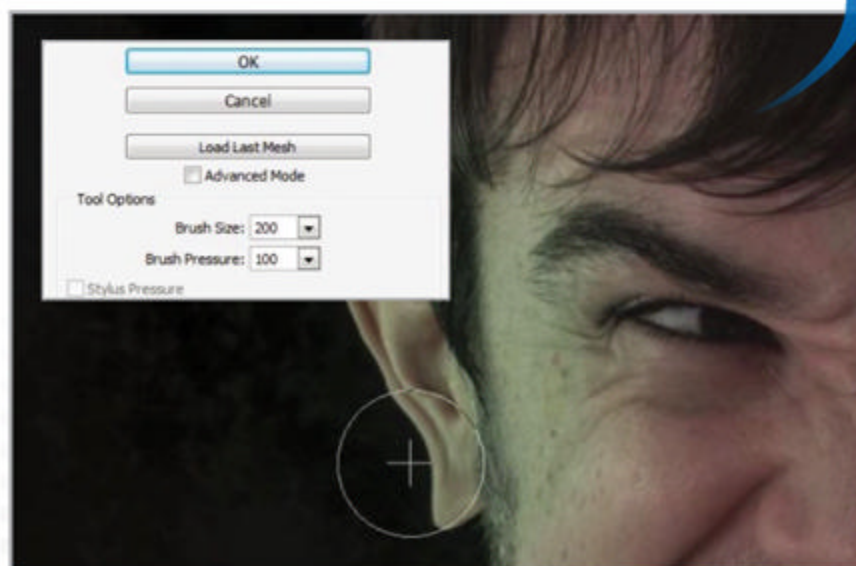


The ability to put people in new places has always been one of Photoshop's biggest draws. But the success of a composite is often in the detail. When you add a selected figure to a new environment he can look like he's hovering in the scene. You can embed the figure more effectively using layers and transformations to add his reflection to the seascape's soggy shore. Realistic shadows are also vital for grounding the figure in the new space.

18 CREATE A FANTASY CREATURE



The Liquify filter is the most powerful tool Photoshop offers for pushing pixels into new shapes. You can use it to subtly alter a portrait, or make a more radical transformation. Here, after copying in a few different body parts and turning the skin green, we've used Liquify to shrink the arms, bloat the eyes, warp the hands and shape elfin ears. When using the command, make repeated gentle nudges rather than pushing the pixels too far in one go, and use a large brush so that the reshaping looks natural.



SOURCE MATERIALS



WATCH THE VIDEO
<http://tiny.cc/rs3cux>

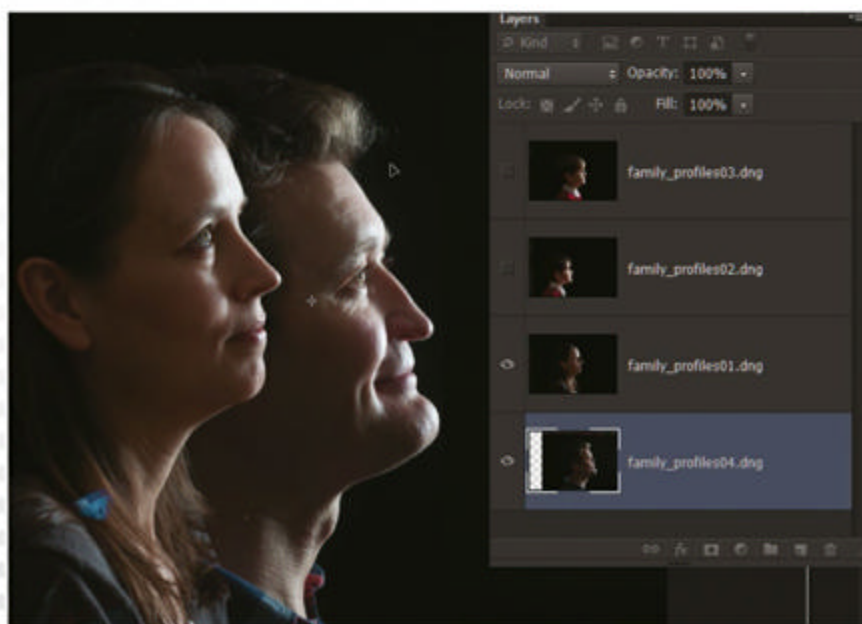
19 MAKE MIXED-MEDIA ART

Crafting your own painted or sketched media, then scanning or photographing it to incorporate into your artwork is far more rewarding than downloading free online textures or brush sets, and ultimately, the results are more unique. It's an opportunity seldom had by digital artists to get your hands dirty, and you can build up a library that may prove useful for years to come. Combining mixed-media images such as dripping paint and ripped paper with your photos is easy enough with blending modes. Experiment with the 30 or so modes on offer to see the effect.

►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC



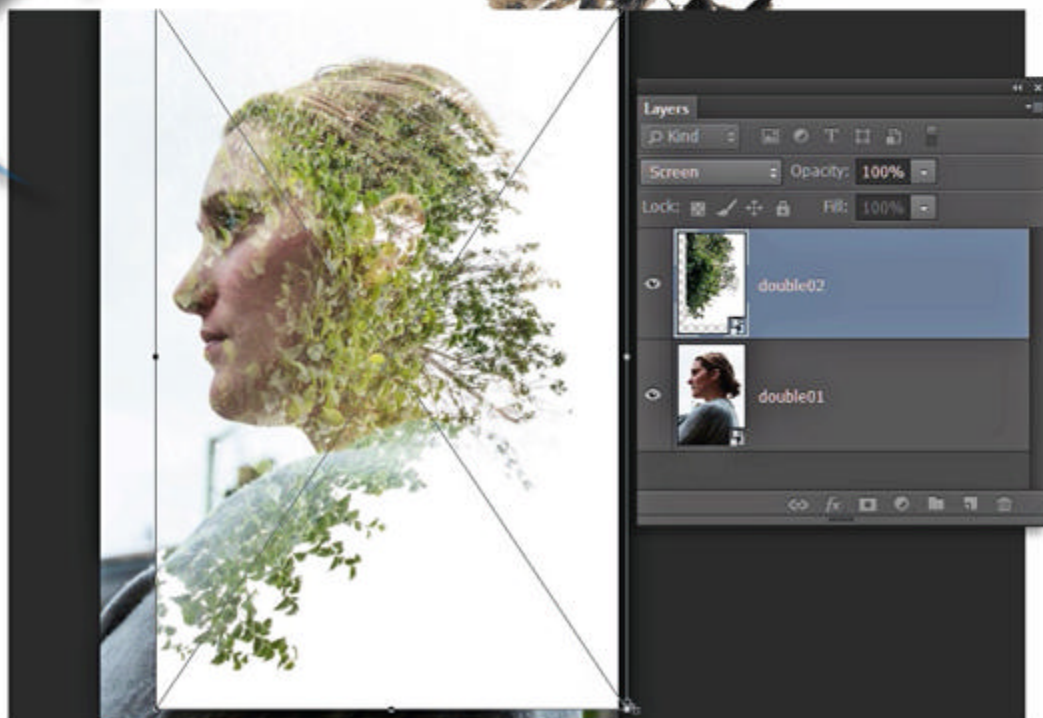
20 STYLISH FAMILY PHOTO



It's surprisingly easy to combine a set of portraits into a stylish group photo, especially if they're all shot against a dark background. You might think painstakingly precise layer masks are at work here, but layer masks aren't always the best method when combining different images into a composite. Blending modes can speed things up enormously. With this set of portraits, each taken individually against a black background, All we need to do is use the Lighten blending mode so that the lighter parts on each layer show through.

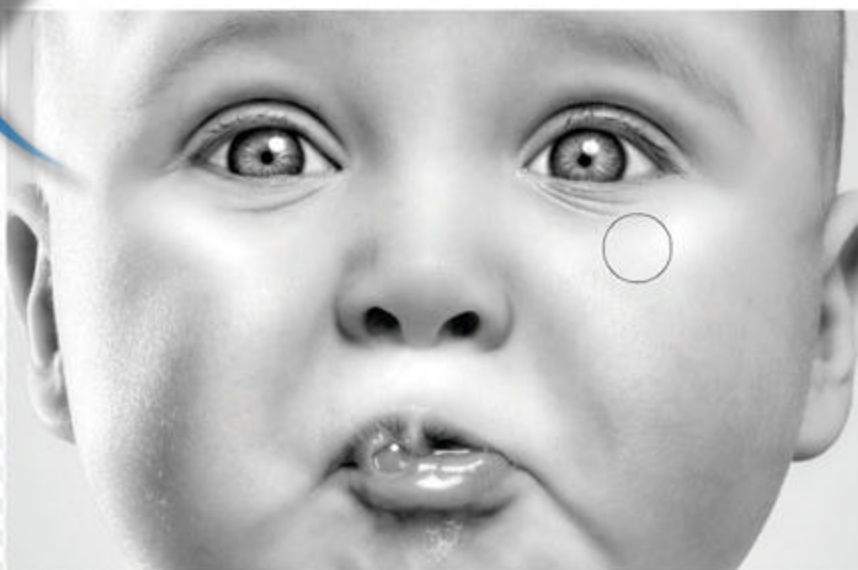


21 THE DOUBLE EXPOSURE EFFECT



Photographers have been combining two or more exposures into a single image since the early days of film, but in the age of Photoshop we've never had so many options. Fusing two exposures in Photoshop is simple, and the method for blending them stays true to the analogue roots that make double exposures such an unpredictable joy. All you have to do is copy one image on top of another, then change the blending mode to Screen. While the basic principles of multiplying light are the same for both analogue and digital double exposures, Photoshop gives far greater control over fine-tuning the positioning of each image.

22 CREATE STYLISTED CHILD PORTRAITS



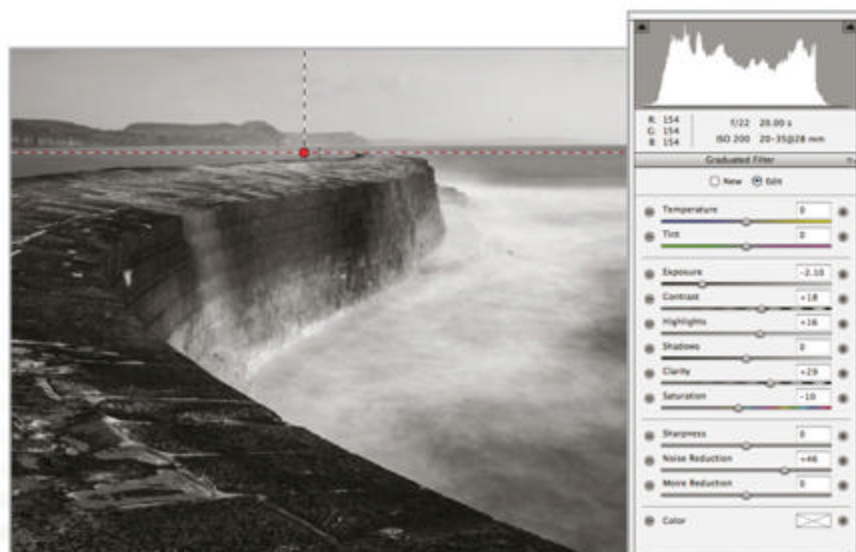
Lab Color Mode is ideal for enhancing the facial features of babies because it allows selective lightening or darkening without altering delicate skin colours. Convert your image to Lab mode, then go to the Channels Panel and dodge and burn the Lightness channel to give the face a stylised look. Paint with the Burn tool to darken shadow areas on the face and body, using a small brush to emphasise the lines and detail. Then switch to the Dodge tool and lighten the bright parts.

►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC



23 MAKE MOODY SEASCAPES

A moody long-exposure seascape is perfect for a mono conversion. Camera Raw is the best place to do this, and you can also make a series of selective tonal adjustments to darken areas. One tool that excels at this is the Graduated Filter. Grab it from the Camera Raw toolbar, then drag a line down from the top of the image to the horizon, holding down Shift to lock the tool to a 90-degree vertical. Then simply experiment with the Exposure slider.





24 CREATE BLOCKED RETRO CHARACTERS

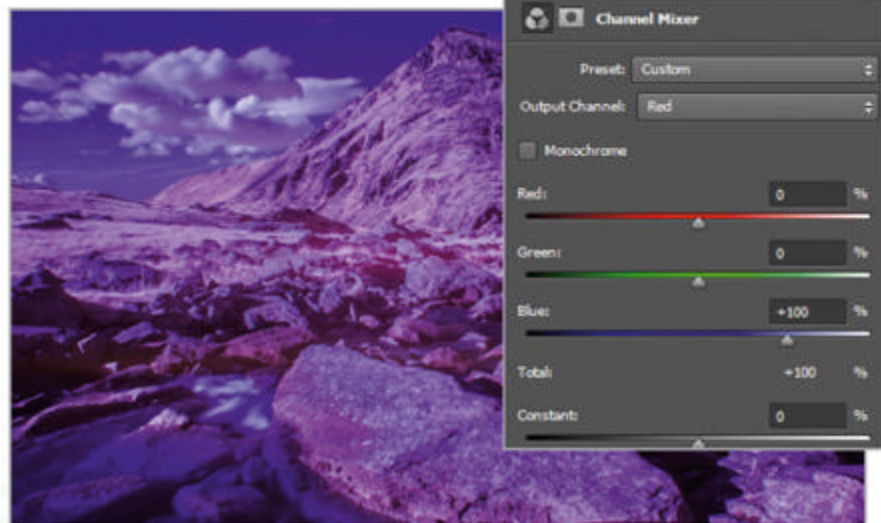


The figures in this image consist of flat blocks of colour, evoking the look of filled vector shapes. We could use the Pen tool to draw around key features in our source photos and produce a cut-out look for our retro characters, but this would be rather time consuming. The trick to quickly creating iconic characters from simple shapes is to use Photoshop's range of selection tools to select various components such as clothing and body shapes and then fill the selections.



25 INFRARED MASTERCLASS

Infrared (IR) light is not normally visible to the human eye. But by using a special filter or by having your SLR converted, you can effectively block the visible light hitting the sensor so only the IR is recorded. The results can be spectacular, especially with photosynthesising foliage, which reflects IR light so that it's rendered in a snow-like hue. IR images appear bright red and need some work in Photoshop, however. Watch the video for the lowdown.



►► DOWNLOAD PROJECT FILES HERE <http://tiny.cc/wzkiux> ON YOUR PC OR MAC

LEARN LIGHTROOM TODAY!



WATCH THE VIDEO
<http://tiny.cc/wq9hux>



▶ This month we show you how to create a photo book in Lightroom's Book module

◀◀ If you'd like to watch the complete course now, get the app from the Apple App Store

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Future Publishing, Quay House, The Ambury, Bath BA1 1UA
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YOUR TEAM

James Paterson Editor
james.paterson@futurenet.com

Justin Webb Art Editor
justin.webb@futurenet.com

Steven Raynes Operations Editor
steven.raynes@futurenet.com

Angela Nicholson Head of Testing

Chris George Group Editor in Chief

Rodney Dive Group Art Director

ADVERTISING

Matt Bailey Account Director
 01225 687511 matt.bailey@futurenet.com

Claire Harris Account Manager
 01225 687221 claire.harris@futurenet.com

CIRCULATION AND MARKETING

Charlotte Lloyd-Williams Direct Marketing Executive

Daniel Mead Acquisition Campaign Manager

INTERNATIONAL LICENSING

Regina Erak Syndication and Licensing Director

SENIOR MANAGEMENT

Matthew Pierce Head of Photography Group
matthew.pierce@futurenet.com

Nial Ferguson Director of Content and Marketing

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Chief Executive Zillah Byng-Maddick Non-executive Chairman Peter Allen Chief Financial Officer Richard Haley
 Tel +44 (0)207 042 4000 (London) Tel +44 (0)1225 442 244 (Bath)

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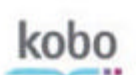
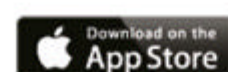
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The Photography Show

21-24 MARCH 2015
THE NEC, BIRMINGHAM

Your mini-guide to The Photography Show 2015

ON STAGE...

Don McCullin
Martin Parr
Mary Ellen Mark
Tim Flach
Plus many more

8 KEY TRENDS

Hot photo trends
to watch for

SHOW PLANNER

Your guide to
every event &
every stand

PLUS

Free talks – work
out which ones you
shouldn't miss!



32-page preview
Complete guide to the UK's
biggest photo show



EOS 5Ds

come

and

see

BE ONE OF THE FIRST TO TRY CANON'S NEW 50MP FULL FRAME SLR, THE **EOS 5DS**

Experience all our new products at
The Photography Show alongside our full
range of imaging products and services.

Come and see us at stand B11.

canon.co.uk

Canon

Welcome.

Are you heading to Birmingham? Personally, I can't wait... The Photography Show was launched last year, and is already one of the major photographic exhibitions in Europe. Over four days, the industry, big-name professionals and hobbyists unite at the National Exhibition Centre, Birmingham, for a four-day photographic extravaganza.

Last year over 30,000 people came, and this year we expect even more – and have moved to the biggest hall at the NEC to accommodate all the new exhibitors and the new feature areas.

This is a show where you can see, touch, talk about and even buy every type of camera, accessory, program, consumable or service that a photographer might need. Wear comfortable shoes, as there are lots of aisles to walk along – and there will be lots of things to tempt your credit card, too!

But this is not just a gear-fest! The Photography Show is a celebration of photography in all its forms. Bring your camera, as there are plenty of things to shoot on our free feature areas and stages. And you will learn lots from the many expert speakers and professional photographers who will be doing sessions around the hall.

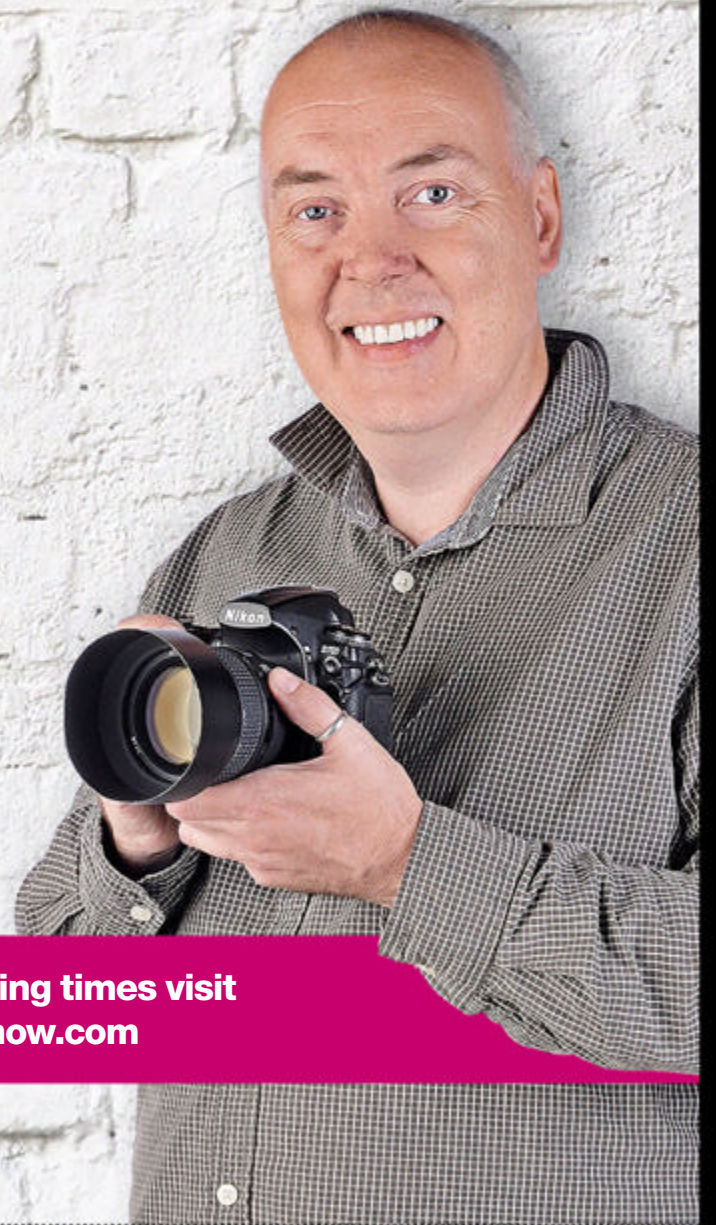
A personal highlight for me is the Super Stage – a giant auditorium, where you get the chance to meet and hear the living greats. This year's line-up of inspirational superstar speakers includes Mary Ellen Mark, Don McCullin and Martin Parr.

Chris George

Group Editor-in-Chief

*Digital Camera, PhotoPlus, N-Photo,
Photography Week, Practical Photoshop*

**For tickets and opening times visit
www.photographyshow.com**



Keep up to date with the free app

New details about the events at the show are being released all the time, so keep up to date by downloading the official show app. Search the Apple App Store or Android Google Play for **'The Photography Show 2015'**

Free talks!

Your Photography Show ticket gives you access to dozens of free talks and practical demonstrations in our special theatres...

IGPOTY GARDEN

The International Garden Photographer of the Year team will be running talks and portfolio critiques...

SATURDAY 21 MARCH

10:00 – 12:00

Drop in sessions *Tyrone McGlinchey*

11:00 – 11:30

Step into the garden *Philip Smith*

12:00 – 13:00

1-2-1 portfolio critiques

13:00 – 13:30

Photographing your garden and trees
Andrea Jones

14:00 – 15:00

1-2-1 portfolio critiques

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Taking up the challenge *Philip Smith*

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Monetising your photography
Tyrone McGlinchey

12:00 – 13:00

1-2-1 portfolio critiques

13:00 – 13:30

Making the best of your garden photography through Raw capture and processing *Tyrone McGlinchey*

13:30 – 14:00

Step into the garden *Philip Smith*

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14:00 – 15:00

1-2-1 portfolio critiques

THE LIVE STAGE

Demonstrations by internationally renowned photographers specialising in wedding, portrait, food and fashion.

SATURDAY 21 MARCH

11:30 – 12:00

One flash, two flash, three flash, four: How different light setups can change the mood of a portrait *John Denton*

12:30 – 13:00

The art of wedding photography lighting *Jeff Ascough*

15:30 – 16:00

From ordinary to extraordinary: How to create extraordinary portraits
Faye & Trevor Yerbury

16:30 – 17:00

Become a better photographer in three shots *Mark Cleghorn*

SUNDAY 22 MARCH

11:30 – 12:00

Secrets of food photography: Getting mouthwatering images *William Reavell*

12:30 – 13:00

Shoot and tell for amazing wedding portraits *Steve Howdle*

14:30 – 15:00

An improvised shoot with the naked photographer: Push your creativity to the limits *Adam Bronkhorst*

Spaces at these free talks are limited, so arrive early to get a seat!

15:30 – 16:00

The art of wedding photography lighting *Jeff Ascough*

16:30 – 17:00

Advanced one-light setup: Explore the different techniques *Wayne Johns*

MONDAY 23 MARCH

11:30 – 12:00

The beauty of the imperfection: Discover techniques for shooting creative portraits *Bert Stephani*

12:30 – 13:00

Mastering your photographic skills *Paul Wilkinson*

13:30 – 14:00

How to find the right team for you *Clare Louise, MPA, & Iain Burton-Legge, Makeup Artist*

14:30 – 15:00

Advanced one-light setups: Explore the different techniques *Wayne Johns*

15:30 – 16:00

The descendants: Recreated portraits of historical figures *Drew Gardner*

16:30 – 17:00

The art of wedding photography lighting *Jeff Ascough*

TUESDAY 24 MARCH

11:30 – 12:00

Going beyond the bland: Explore pro styling and lighting *Mark Cleghorn*

12:30 – 13:00

The art of wedding photography lighting *Jeff Ascough*

14:30 – 15:00

The beauty of the imperfection: Discover techniques for shooting creative portraits *Bert Stephani*

15:30 – 16:00

The art of pregnancy and newborn photography: Explore the business of baby portraits *Tobias Robins*

ADOBE THEATRE

SATURDAY 21 MARCH

10:15 – 10:55

Video editing in Photoshop *Gavin Hoey*

11:00 – 11:40

Creative Cloud mobile apps: Tools for photographers *Eric Renno (aka Tip Squirrel)*

11:45 – 12:25

Lightroom: Mastering the basics *Dave Mallows*

12:30 – 13:10

Colour management: Perfecting your workflow *Richard West*

13:15 – 13:55

3D printing in Photoshop for photographers *Richard Curtis*

14:00 – 14:40

Lightroom and Photoshop working together *Dave Mallows*

14:45 – 15:25

Hidden gems in Photoshop for photographers *Eric Renno (aka Tip Squirrel)*

15:30 – 16:10

How to make your photos look amazing with Photography Plan *Gavin Hoey*

16:15 – 16:55

What's in the Creative Cloud Photography Plan *Richard Curtis*

17:00 – 17:40

Lightroom and Photoshop retouching workflow *Dave Mallows*

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14:45 – 15:25

Photography compositing secrets with Photoshop CC *Tony Harmer*

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Travel photography edit workflow with the Photography Plan *Richard Curtis*

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Dave Mallows

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3D printing in Photoshop for photographers *Richard Curtis*

STREETSCAPE

Pros show you how to capture awesome street photography.

SATURDAY 21 MARCH

11:00 – 11:30

Art of urban portraits *Neil Freeman*

12:00 – 12:30

Street life *Matt Hart*

14:00 – 14:30

The principles of light *Simeon Quarrie*

15:00 – 15:30

Graphic moments in the street
Damien Demolder

SUNDAY 22 MARCH

11:00 – 11:30

Making rainbows *James Madelin*

14:00 – 14:30

Art of urban portraits *Neil Freeman*

15:00 – 15:30

Street life *Matt Hart*

16:00 – 16:30

Bulb mode *Mark O'Neill*

MONDAY 23 MARCH

11:00 – 11:30

Making rainbows *James Madelin*

14:00 – 14:30

Erasing the fear to see we are all connected *Andrew Scriven*

15:00 – 15:30

The principles of light *Simeon Quarrie*

16:00 – 16:30

Graphic moments in the street
Damien Demolder

TUESDAY 24 MARCH

11:00 – 11:30

Hit the streets with one light
John Denton

12:00 – 12:30

Street lighting: Beyond the basics
Anthony Upton

15:00 – 15:30

Erasing the fear to see we are all connected *Andrew Scriven*

16:00 – 16:30

Graphic moments in the street
Damien Demolder

BEHIND THE LENS

Talks on subjects as diverse as drone photography and boosting confidence.

SATURDAY 21 MARCH

11:00 – 11:40

Travel photography *Roger Reynolds*

12:00 – 12:40

Shooting in the street: Do's and don't's of street photography *Matt Stuart*

13:00 – 13:40

Take and make great photos: Improve your photography skills as well as your post-processing *Gavin Hoey*

14:00 – 14:40

A photographic journey to a Peruvian silver mine *Sean Hawkey*

15:00 – 15:40

Africa's best photographic safaris: The natural world at its best *Lou Coetzer*

16:00 – 16:40

Q&A: Know your stuff – all you need to make you a better photographer
Tim Berry & James Abbott

17:00 – 17:40

Creative landscape photography: Learn to create inspiring landscape imagery *Nigel Forster*

SUNDAY 22 MARCH

11:00 – 11:40

K.I.S photography: Beautiful images with limited experience *Darran Leal*

12:00 – 12:40

Achieving amazing results with on-camera flash: Find out how to establish a 'go to' setting *Andrew Appleton*

13:00 – 13:40

Travelling light: Images on the move *Jacob James*

14:00 – 14:40

Behind the image: Explore the key elements involved in creating lifestyle, wedding and boudoir images *Kate Hopewell-Smith*

15:00 – 15:40

Wild Britain: Learn more about how to get close to photographing the wildlife of Britain *Danny Green*

16:00 – 16:40

Soviet ghosts: Explore these intriguing images and understand how to source the right locations *Rebecca Litchfield*

17:00 – 17:40

Land, sea and sky: Explore the different lights that create dramatic landscape images *John Miskelly*

MONDAY 23 MARCH

11:00 – 11:40

Wild Britain: Learn more about how to get close to photographing the wildlife of Britain *Danny Green*

12:00 – 12:40

Feel the fear: Learn how to be fearless in a scary world *Lisa Devlin*

13:00 – 13:40

Reportage photography for weddings *Kevin Mullins*

14:00 – 14:40

Do you ever feel confidence is holding you back? *Catherine Connor*

15:00 – 15:40

From aerial to automotive: Get advice and tips on how to shoot aerial photography *Richard Seymour*

16:00 – 16:40

Next generation of photography *Amateur Photographer team*

17:00 – 17:40

Connecting with your landscape: A mindful approach *Paul Sanders*

TUESDAY 24 MARCH

11:00 – 11:40

Cherubs portrait: how to run a baby portrait business *Ray Lowe*

12:00 – 12:40

Why marketing matters: effective marketing without throwing money at the challenge *Catherine Connor*

13:00 – 13:40

Becoming a brand and why it matters *Beth Taubner, MercuryLab*

14:00 – 14:40

The social media talk: Learn how to use social media to benefit your business *Jenny Johnston*

15:00 – 15:40

Drone aerial photography: A revolution in elevated imagery *David Hogg LRPS*

16:00 – 16:40

Three market trends changing nursery & school photography *Markus Posselt*

FILMMAKER THEATRE

Learn how to shoot moving images, with sound – and then edit the footage
Sponsored by BlackMagic Design

SATURDAY 21 MARCH

12:30 – 13:10

Stepping into the moving image *Tim Pellat*

14:30 – 15:10

Multimedia shooting *Edmond Terakopian*

15:30 – 16:10

Camera sound de-mystified *Alex Theakston*

16:30 – 17:10

4K cinematic film crafting in M43 format *Nick Driftwood*

SUNDAY 22 MARCH

11:30 – 12:10

We're all filmmakers now *John Wright*

12:30 – 13:10

Videographer vs stills photographer *Hugh Hastings & Nick Driftwood*

14:30 – 15:10

The moving image: An introduction *Carey Duffy*

MONDAY 23 MARCH

11:30 – 12:10

Essentials of documentary filmmaking *Edmond Terakopian*

14:30 – 15:10

We're all filmmakers now *John Wright*

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Videographer vs stills photographer *Hugh Hastings & Nick Driftwood*

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The moving image: The professional approach *Carey Duffy*

12:30 – 13:10

4K cinematic film crafting in M43 format *Nick Driftwood*

15:30 – 16:10

Professional sound for DSLR demystified *Alex Theakston*

Lots of the exhibitor stands will have free talks too! See website...

Tickets to see these living legends are £10 each. Book online now!

Super Stars on Stage

Don McCullin, Mary Ellen Mark and Martin Parr head the list of world-class photographers who will talk on the Super Stage at The Photography Show

The Photography Show 2015 has unveiled its new roster of star speakers for its main theatre, and this year's list features some of the biggest and most inspirational names in photography!

Taking the Super Stage this year are Martin Parr, Mary Ellen Mark, Don McCullin, Susan Meiselas,

Tom Stoddart, Tim Flach, Simon Norfolk, Lynsey Addario and Michael Kenna. To see these legends of photography could be a once-in-a-lifetime event, so make sure you book your tickets now before they sell out! Tickets are £10 per session, in addition to having a valid entry for The Photography Show itself.

Martin Parr *Brought to you by Magnum Photos* Best known for: Self-aware street photography



The bad boy of British photography, Martin Parr is the Chaucer of our age, incessantly documenting our society, warts and all. Over the years he has developed his own highly original brand of street photography that incorporates humour, but also a sense of honesty and sympathy

for his subjects. Leisure and consumption are frequent topics in his work, which celebrates our eccentricities and, at the same time, shows us the familiar in a brand new light. Currently, he serves as President of Magnum Photos.

This is a rare opportunity to hear one of the world's best-known photographers, and at The



Photography Show he will explain what motivates him and how he honed his documentary skills over an illustrious 40-year career.

Sunday 22 March 16.00 & Monday 23 March 11.00

Mary Ellen Mark

Best known for: Cutting-edge portraiture and documentary photos



A fixture at the forefront of photography for four decades, Mary Ellen Mark

has photographed everyone from Mother Teresa to sex workers in Bombay. As a movie stills photographer in the 1970s she shot stills for *Apocalypse Now* and *Catch 22*. Her photographs of our

world's diverse cultures have made her one of the most influential photographers working today.

Now in her 70s, Mark will be speaking about how photographers can identify the extraordinary moments and scenes in their everyday reality.

Saturday 21 March 13.30



Don McCullin

Best known for: Being the world's greatest living war photographer



Don McCullin first learned how to use a camera while serving in the Royal Air Force, and when an early photo essay of a

street gang was published in *The Observer* in 1959, he soon found himself being sent on assignment to war zones by many leading British newspapers. This work took him

most famously from the Congo to Vietnam and Cambodia, and in recent years he has visited Syria. But as well as his war photography, McCullin is also known for his emotive portraits of the down and out and, more recently, haunting landscapes.

McCullin will speak about his experiences working in areas of conflict, how it has

affected him and how he has managed to survive.

Tuesday 24 March 14.30



Tim Flach *Brought to you by PhotoVoice*

Best known for: Amazing abstract animal portraiture



Tim Flach has carved out his very own distinct niche as a fine art animal portrait

photographer... but even 'portraiture' doesn't accurately describe his body of work. His images not only strive to show the true nature of his subjects, but also the way in which

humans define them and ultimately give them meaning. Flach's work spans a wide range of species, and has won him numerous awards.



Flach will discuss the key themes of his work as he explores his concerns with anthropomorphism and anthropocentrism, and the relationships we forge between human and non-human animals.

Saturday 21 March 16.00

Simon Norfolk *Brought to you by PhotoVoice*

Best known for: Gritty landscape photography



When you think of landscape photography, most people don't conjure images of war zones. But for the past decade Simon Norfolk has been challenging our notions of landscape photography by visiting some of the world's worst war zones and refugee crises with his

large-format camera. His battlefield images have won him numerous plaudits and awards, and Norfolk will be sharing some of his career insights from of the world's toughest and most dangerous places with audiences at The Photography Show. As someone who is published regularly, he will also share his secrets to delivering



original, well-researched and thoughtfully crafted images.

Monday 23 March 13.30

Tom Stoddart *Brought to you by Leica Camera*

Best known for: Captivating photojournalism



From the fall of the Berlin Wall to both Iraq wars, Tom Stoddart has been at the forefront of most major events of the past 35 years with his camera. As one of the world's most respected photojournalists, he has helped raise awareness of issues such as the AIDS pandemic in Africa with

unflinching photo essays, and works with Getty Images to produce bodies of work highlighting some of the most serious world issues of our time.

Stoddart will discuss how photography as a medium can serve as a powerful tool for change.



Saturday 21 March 11.00

Lynsey Addario

Best known for: Championing humanitarian causes



Working for prestigious titles including *National Geographic*, *Time Magazine* and *The New York Times*, Lynsey Addario has documented conflicts from Darfur to Iraq and Libya. Most famously she travelled to Afghanistan in 2000 when the country was still under Taliban

rule to expose the oppression and horrors of daily life there. In addition to winning the Pulitzer Prize, Addario was named by *Newsweek* as one of the world's 150 Fearless Women.

She'll be sharing some of her stories from the field and explain what keeps her going back to places most of us would never venture to when

she speaks to audiences at The Photography Show.

Tuesday 21 March 14.30



Susan Meiselas *Brought to you by Magnum Photos*

Best known for: Documenting human rights issues in Latin America



A long-time member of the venerable Magnum Photos agency, Susan Meiselas got her start documenting the lives of women doing striptease at country fairs in New England. However, her most famous work took her to the 1980s insurrections in Nicaragua and El Salvador. Her

fearless reporting came to define that conflict and raise awareness of what was really happening. Most recently she has curated a 100-year photographic history of Kurdistan, a project that took her six years to complete.

Meiselas will explain the motivation behind her images and how her work has transcended beyond traditional photojournalism.



Sunday 22 March 13.30

Michael Kenna

Best known for: Breathtaking square-shaped black & white landscapes



Widely considered to be one of the most influential landscape photographers of his generation, Michael Kenna's minimalist monochrome masterpieces have inspired generations of budding photographers to embrace the concept that 'less is more.' Kenna's

beautiful minimalism is a style very distinctly in a class of its own.

With 50 books and 600 exhibitions under his belt, Kenna will talk about his influences, inspirations, ideas and techniques, and describe his workflow when he sinks his teeth into a project.

Sunday 22 March 11.00



THE SUPER STAGE SCHEDULE

SATURDAY 21 MARCH

11:00

Tom Stoddart:
A photojournalist's life

13:30

Mary Ellen Mark: Seeing the extraordinary in reality

16:00

Tim Flach: Who's upside down – us or the bats?

SUNDAY 22 MARCH

11:00

Michael Kenna: Influences, inspirations and magic

13:30

Susan Meiselas: The motivation behind the image

16:00

Martin Parr: An insight into the photographer, curator and editor

MONDAY 23 MARCH

11:00

Martin Parr: An insight into the photographer, curator and editor

13:30

Simon Norfolk: The passions and inspirations that get my work in the best magazines

16:00

Lynsey Addario: It's what I do – a photographer's life of love and war

TUESDAY 24 MARCH

14:30

Don McCullin:
Photographing conflict

Book your tickets at
www.photographyshow.com

The *Who's at...* Photography Show

21-24 MARCH 2015
THE NEC, BIRMINGHAM



There are hundreds of stands at this year's Photography Show. Here is a quick guide to the manufacturers, retailers and companies who will be there – so you can see what they do...

3 LEGGED THING F61

www.3leggedthing.com

Innovative British manufacturer of unusual-looking tripods with unusual names.

3XM SOLUTION D106

www.3xmsolution.com

Luxury USB presentation packs and online galleries for wedding photographers

AADUKI INSURANCE A96

www.aaduki.com

Policies to cover camera gear, drone use, professional indemnity and public liability.

ADOBE ADOBE THEATRE

www.adobe.com

The makers of Photoshop and Lightroom are putting on free seminars throughout the four days of the show. See pages 4-7.

ADVANCED CAMERA SERVICES A56

www.advancedcameraservices.co.uk

Camera repair specialists renowned for infrared sensor conversions. Have your camera's sensor cleaned at the show.

ADVENTA A119

<http://innovamill.com>

Photo gifts – from mouse mats to snow globes, and placemats to phone covers.

AJ'S H45

www.aj-s.co.uk

Specialist suppliers of everything you might need in a professional photographic studio.

AKM MUSIC H11

www.akmmusic.co.uk

Royalty-free music for the professional photographer.

ALPHA OPTICAL DISTRIBUTION A82

www.alphaodl.co.uk

Distributors of Redged tripods, Visible Dust sensor cleaning products, and Kite Optics spotting scopes.

AM ALBUMS K92

www.ajeetmediastudio.com

APERTURE BOOKS G93

www.aperturebooks.com

Photo books, presentation boxes, diaries, calendars and prints.

ARTSY COUTURE A123

<http://artsycouture.co.uk>

Cube décor, gallery blocks and canvas wraps to make your images look great.

ASPIRE G65

www.aspirephotographytraining.co.uk

Unique photography training experiences that will change the way you look at your business and your photography, forever.

ASSOCIATION OF PHOTOGRAPHERS G102

www.the-aop.org

Leading organisation representing those in the pro photographic industry. Provides all-important networking opportunities, including the AOP Awards.

AVENGER D41

www.avenger-grip.com

Stands, grips, and booms for supporting your studio lighting.

AZDEN D61

www.azden.co.uk

Microphones in all shapes and sizes, including lapel mics, shotgun mics, wireless kits and portable mixers.

B+W D41

www.bpluswfilters.co.uk

Screw-in filters – including 10-stop NDs, variable NDs, polarisers and UVs.

BABY PROP SHOP A121

<http://babypropshop.co.uk>

Everything to help you get beautiful portraits newborn babies – from backdrops to beanbags and bonnets to blankets.

BARRETT & COE J95

www.barrettandcoe.co.uk

Turn your hobby into a business with a course on wedding or portrait photography – save up to £200 if you book at the show!

BAUER J121

www.photoanswers.co.uk

Publishers of *Practical Photography* and *Digital Photo* magazines.

BENEL BV B71

www.benel.nl

Importer and wholesaler of photo studio equipment – with over 3500 items in stock.

BESSEL STUDIO A51

www.bessel.co.uk

Live interactive demos and special offers on studio lighting and studio backdrops.

B-GRIP A56

www.cameraclean.co.uk

Clever mounting system that lets you carry your camera on your belt.

BILLINGHAM A30

www.johnsons-photopia.co.uk

Quintessentially British bags made with canvas and leather from a family firm.

BLACKMAGIC DESIGN C91

www.blackmagicdesign.com/uk

Professional interchangeable-lens video cameras – from the portable Pocket Cinema Camera to the Ultra HD URSA.

BLACK RAPID A30

www.johnsons-photopia.co.uk

Clever strap solutions for active shooters.

BOB BOOKS J91

www.bobbooks.co.uk

Turn your photos into coffee-table books.

BOWENS G81

www.bowensdirect.com

Studio lights to suit every need – from budget flash head kits to portable power packs for the strobist. The Bowens stand has its own stage – and for those with Pro passes, there is a VIP lounge too!

BRONCOLOR H21

www.handsonahasselblad.com/broncolor

Swiss studio lighting manufacturer shows off its range of Siros monobloc flash heads.

BUSHNELL D41

www.bushnell.com

The world's largest optics company, founded in 1948. Its range includes trail cameras, binoculars, spotting scopes, solar chargers and night vision scopes.

CACTUS H61

<http://swains.co.uk>

Innovative engineers of wireless studio lighting equipment, including universal wireless flash triggers, wireless portable flashguns and laser triggers.

CALUMET B21

www.calphoto.co.uk

Supplying photographers for over 70 years via nationwide stores, phone and online, expect to be tempted by a tantalising menu of tasty offers at Calumet's show store...

CAMERAWORLD E51, D51

www.cameraworld.co.uk

Photo retailer CameraWorld boasts it has the best show deals during the show. You might be tempted by the 10% discount off second-hand prices during the show.

CAMRANGER D61

www.intro2020.co.uk

A wireless controller for your Canon or Nikon SLR that allows you to see what you are shooting and control the camera from 150ft away via an iPad or iPhone.

CANON B11

www.canon.co.uk

Canon has recently announced some exciting new digital SLRs – come see and touch the new cameras. They will have their full range of lenses and printers too, and a line-up of inspirational speakers.

CANSON G41

www.canson-infinity.com

Fine art and photo papers in an extensive range of weights, textures and sizes.

CEWE G127

<http://photoworld.com>

Photo books, wall art, cards, calendars and prints from the German company with the simple motto "We print memories".

CNP SAFARIS A71

www.cnpsafaris.com

Lou Coetzer and his team of wildlife safari specialists offer amazing encounters with

birds and animals in top nature reserves in Namibia, Botswana, and Kenya.

COKIN D61

www.cokin.co.uk

With over 160 filters in four different slot-in sizes, the Cokin Filter System offers a vast range of creative effect filters as well ND, grad and polarising filters.

COLOR CONFIDENCE F21, F31

<http://shop.colourconfidence.com>

Colour management specialists with a range of monitor calibration and print profiling tools from X-Rite, DxO Image Science, NEC and others.

COLORAMA D41

www.colorama-photo.com

Colorama specialises in providing backgrounds in a variety of materials for the professional photographer.

COLORWORLD IMAGING F52

www.colorworldimaging.co.uk

Leading pro lab based in the northeast.

COSTCO H9

www.costco.co.uk

Chain of membership warehouses offering discounted goods to small businesses.

COSYSPEED J125

www.cosyspeed.com

Camslinger bags and other accessories designed specifically for the new generation of compact system cameras.

CREATIVE ADVICE NETWORK G131

www.creativeadvicenetwork.com

With over 20 years of creative industry experience, Emma Taylor and Marc Jason can help you get more from your photographic business.

Big is better!

The number of megapixels is no longer so important. What matters more is the physical sensor size. The bigger the sensor, the bigger the individual pixels (or photosites), which means better quality and less noise. This also means you can restrict depth of field, creating the big bokeh backgrounds that portrait photographers adore. So full-frame DSLRs are finding favour with more hobbyists.





CREATIVE PHOTOGRAPHY WALES C132

www.creativephotographywales.com

Workshops and one-to-one training in landscape and outdoor photography in the Brecon Beacons by Nigel Forster ABIPP.

CREATIVITY BACKGROUNDS A61

www.photography-backgrounds.co.uk

A range of photo backdrops in over 50 different colours and five different roll sizes.

CRUMPLER B72

www.crumpler.eu/uk

Functional, design-focused bags – including a multi-coloured and amusingly named range for photographers.

DELKIN DEVICES B52

<http://delkin.com>

American manufacturers of the Fat Gecko mount, high-speed SD & CF memory cards, and SensorScope cleaning system.

DIFOX A86

www.difox.com

European-based wholesaler of a wide range of digital imaging equipment.

DIGILABEL G68

www.digilabeluk.com

Professional full-coverage photo printing onto various home furnishings, clothing and other personal items.

DIGITAL CAMERA F32

www.digitalcameraworld.com

Digital Camera is the UK's best-selling photography magazine. Meet the editorial team, and find out about our special show offers on subscriptions and training DVDs.

DIGITAL PHOTO SOLUTIONS K52

www.dpsb.co.uk

The UK's leading supplier of Epson and Canon large-format printers.

DIGITALALBUM G95

www.digialbums.co.uk

Creative wedding albums.

DIY FRAMING J101

www.diyframing.com

Framing specialist that can provide all the tools, supplies and training you need to get your own pictures hung on the wall.

CSCs get serious

Mirrorless Compact System Cameras (or CSCs) made their first appearance around six years ago, and these lightweight interchangeable-lens cameras are finding more and more converts amongst hobbyists and pros alike. The smaller size is a big appeal – and at last the key players are beginning to offer a serious range of prime and zoom lenses. Check out the high-end models in the FujiFilm, Olympus, Panasonic and Sony ranges.

DOMKE H61

<http://swains.co.uk>

The classic canvas shoulder pack invented by photojournalist Domke over 30 years ago, now comes in colours and sizes to suit every photographers needs.

DÖRR FOTO B91

www.dorrfoto.co.uk

A wide variety of accessories and optical goods, including spotting scopes, tripods, photo albums and studio equipment.

DRONEFLIGHT G72

www.droneflight.info

Drones and UAVs for serious photographers. Get your DSLR or CSC airborne, with models and accessories from the DJI and Zero ranges of drones.

DS COLOUR LABS J92

www.dscolourlabs.co.uk

Online printing specialists with a product range that extends from prints to acrylic panels, and from school photographers' proof cards to Baryta fibre-based prints.

DUNNS IMAGING H72

www.dunnsimaging.co.uk

Complete photofinishing service for the professional, including USB presentation cases, albums and frames.

EASYCOVER G101

www.easycover.eu

Known for its range of protective silicon SLR covers, easyCover is launching coloured Lens Rims, which protect your front element from nasty accidents.

EIZO B31

www.eizo.co.uk

The Eizo ColourEdge range provides self-calibrating monitors, which provide consistent, predictable colour for both amateur and professional photographers.

ELINCHROM G121

www.theflashcentre.com

Elinchrom has a studio flash system for everyone, from the affordable D-Lite series, to the rechargeable, portable Ranger RX.

ENLIGHT PHOTO A91

<http://enlightphotopro.com>

Fantastic photo inventions, including the Orbis ringflash system, the ioShutter camera trigger, and the Frio cold shoe.

EOS MAGAZINE B1

www.eos-magazine.com

Quarterly magazine for EOS users.

EPSON D81

www.epson.co.uk

From A4 printers to large-format output on 64in-wide rolls, scanners and projectors...

EXPERT SHIELD A62

www.expertshielduk.com

Screen protectors for your camera's LCD.

EYELEAD BLUETECH B96

www.eyelead.eu

German specialists in sensor cleaning and lens cleaning accessories.

FLAGHEAD PHOTOGRAPHIC J31

www.flaghead.co.uk

Distributors of Quantum battery packs, Honl flash modifiers, Custom Brackets, Ray Flash ringflash adaptors, Hedler lighting, TriggerSmart and more.

FOCAL POINT IMAGING F122

www.focalpointphotographic.co.uk

Toyo field cameras, large-format printers, and the Obscura pinhole photography kits.

FOOLOGRAPHY J111

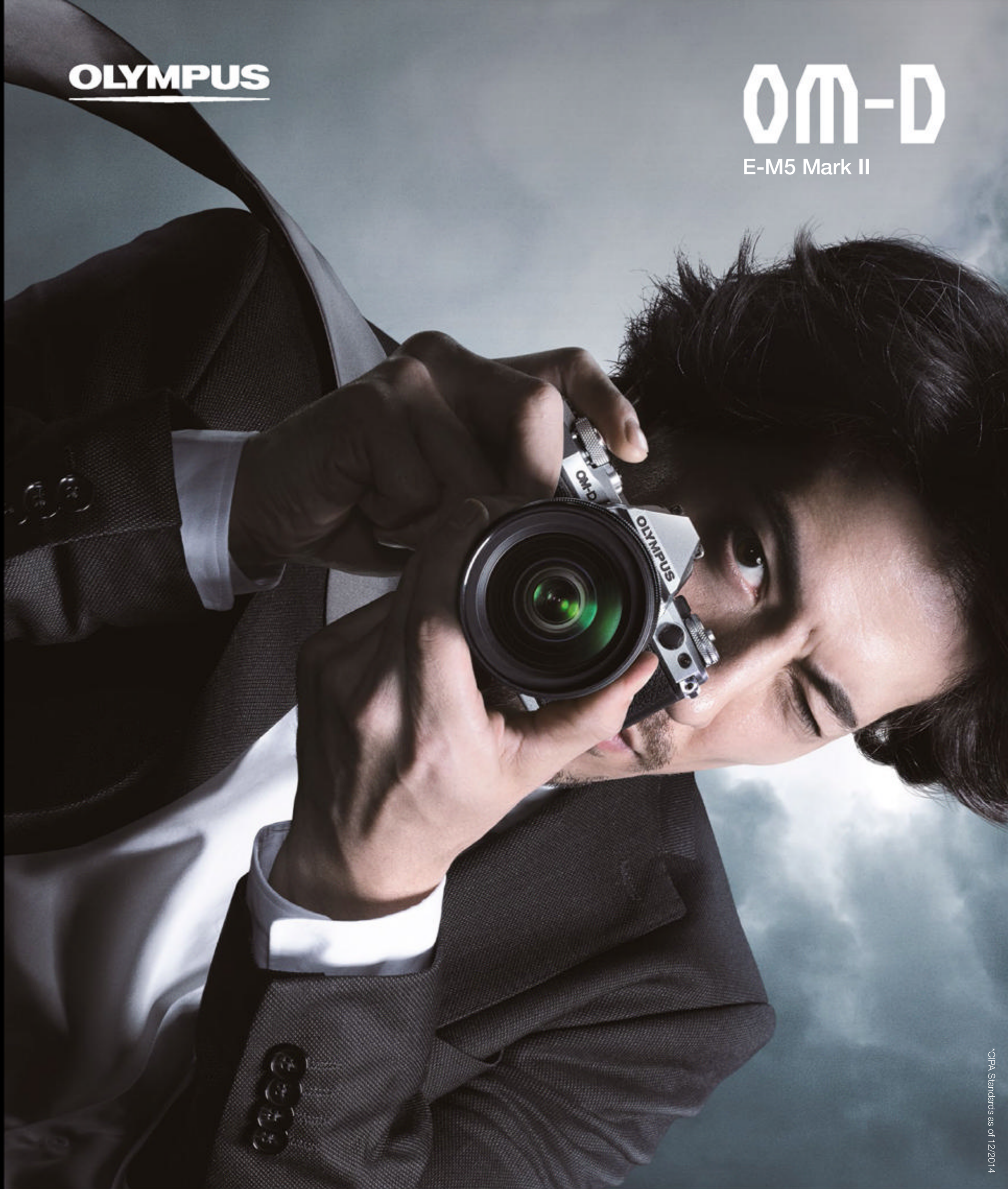
www.foolography.com

High-end geotagging devices and wireless barcode & RFID scanning solutions.

OLYMPUS

OM-D

E-M5 Mark II



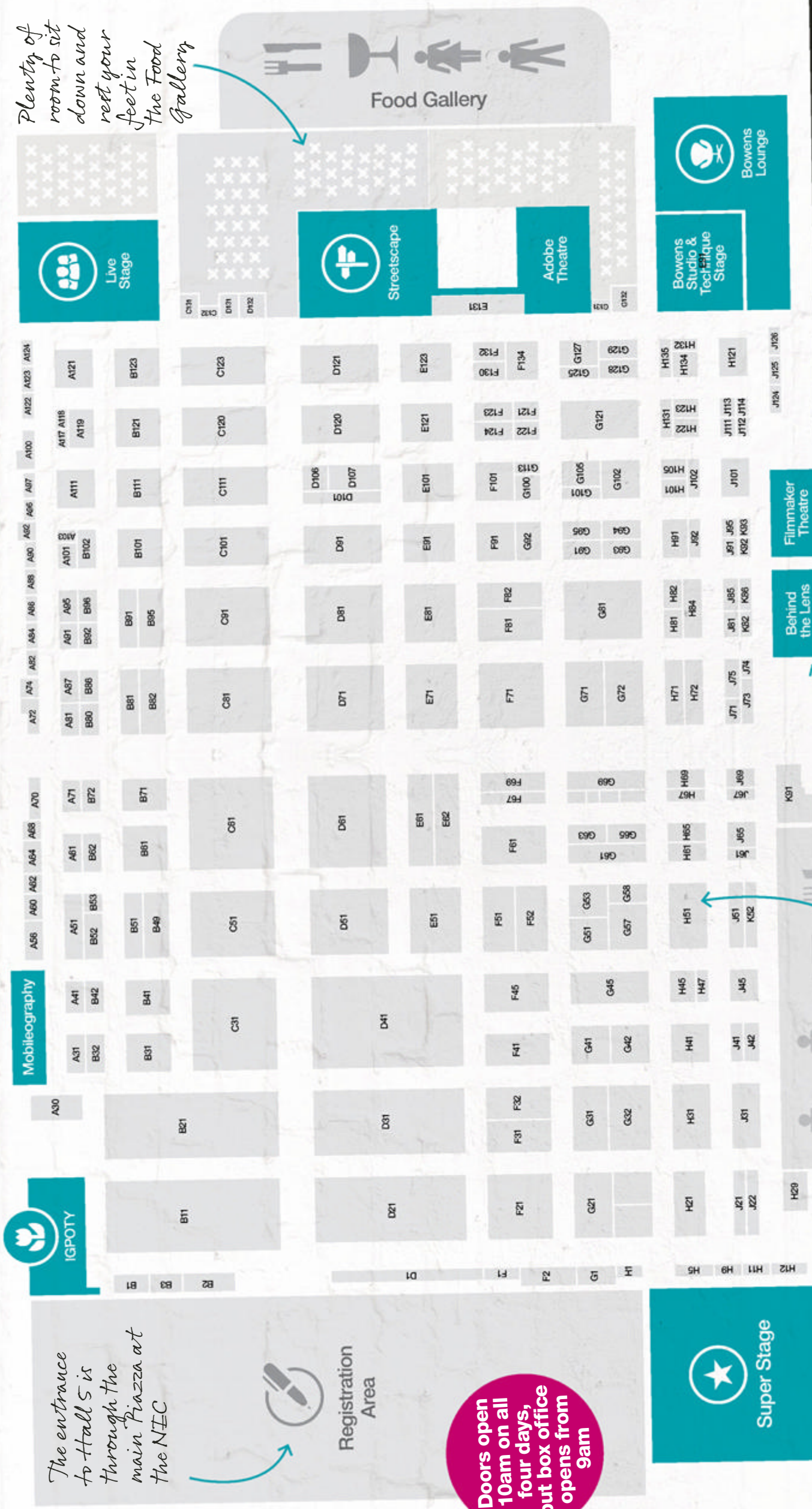
*CIPA Standards as of 12/2014

YOU ARE FREE

Follow your creative visions with the new OM-D E-M5 Mark II. Capture spur-of-the-moment photos and movies in breathtakingly clear quality thanks to the world's most powerful 5-axis image stabilisation*. This OM-D is also ready to go wherever you go, in any situation. The compact build won't weigh you down, while the robust construction is set for taking on the elements: dust, splashes and freezing temperatures. Freedom has never felt so free – with the OLYMPUS OM-D.



Find out more at your local dealer or visit olympus.co.uk/omd



Plenty of room to sit down and rest your feet in the Food Gallery

The entrance to Hall 5 is through the main Piazza at the NEC

Doors open 10am on all four days, but box office opens from 9am

Our giant 500-seat theatre will host Don McCullin, Mary Ellen Mark, Martin Parr and more

The stages and lecture theatres are all found around the perimeter of the hall

Every stand has a letter and a number, to help you find the one you want

The Photography Show

21-24 MARCH 2015
THE NEC, BIRMINGHAM

Use our mini-map of the exhibition stands to plan your day in Birmingham before you arrive at the NEC!



Teach yourself Black & White Photography

Master mono photography – from visualising the shot through to how to get the best results when editing



Teach yourself Lightroom

Get to grips with Adobe's powerful Lightroom image editing program with our complete instructional course
<http://tiny.cc/mto4nx>



Teach yourself Photography

Beginner's guide to understanding the key settings on your digital SLR so that you can take better shots
<http://tiny.cc/xuo4nx>

Teach yourself Photography

Available in book, interactive DVD and app versions!



Teach yourself Photoshop

Complete instructional course on mastering Adobe's powerful Photoshop CC image editing program
<http://tiny.cc/ivo4nx>



Teach yourself Photoshop Elements

Elements is a more powerful editing program than its low price suggests. We help you unlock its full potential
<http://tiny.cc/tvo4nx>



Teach yourself Raw in Photoshop

Serious photographers shoot in Raw... We give a complete guide to unleashing the power of this professional file format
<http://tiny.cc/3vo4nx>



Get the book and DVD versions today from our secure online store:
<http://myfavouritemagazines.co.uk/photo>

Available on the
App Store

Buy the eBooks and video course via the free Photography Week app
<http://tiny.cc/h0o4nx>

See the EIZO
ColorEdge
range on stand
B31



See EIZO's true colours

You work hard to capture the perfect colours, but is your monitor displaying them properly?

You need to be confident your monitor is displaying colours and tones accurately. If not, your prints may not match what you see on the screen, and you may be correcting images that don't need correcting!

You can get calibration kits containing external sensors and profiling software for use with regular monitors, but it's better still to start with a monitor designed specifically for accurate colour reproduction, and one that keeps your colours accurate afterwards – automatically.

A wide colour gamut is especially important. Most monitors work in the everyday sRGB colour space, which is all right for consumer devices,

but doesn't encompass the larger Adobe RGB colour space used in the professional graphics and printing industry. EIZO's ColorEdge monitors, from the CS240 model upwards, can display Adobe RGB colour, with its especially intense blues and vivid greens, and without the need to 'crush' these down into the sRGB colour space.

This is EIZO's speciality. It's the only manufacturer of self-calibrating monitors, and has models for photographers at all levels, from keen amateurs to full-time pros.

At this year's show, the EIZO stand will be unveiling two brand new 4K models. The EIZO ColorEdge 31.1"

Which EIZO is best for you?

Hobby photographers

The 23" **CS230** and 24" **CS240** both have hardware calibration which allows you to access the monitors look-up table to provide more accurate colours. The new CS240 also displays the Adobe RGB colour space.

Enthusiasts and pros

The 24" **CX241** and 27" **CX271** both reproduce the full Adobe RGB colour space and have built-in correction sensors.

High-end pros

The 24" **CG247** and 27" **CG277** go a step further – they have industry-leading drop-down calibration sensors, so calibrate themselves and maintain that calibration automatically. They also come with hoods and offer an even wider gamut to incorporate TV and film production standards.

All EIZO monitors come with a five-year on-site warranty.

CG318-4K is full HD DCI and has a staggering resolution of 4096 x 2160. The smaller 24" ColorEdge CG248-4K is UHD with a resolution of 3840 x 2160. It's not just numbers, 4K display technology is a transparent window on to your images, giving a truer impression of detail and quality without having to zoom in.



The new 4K EIZO ColorEdge CG318-4K debuts at the Show

FORMAT FESTIVAL A111

www.formatfestival.com

The biennial international photography festival which takes in the city of Derby from 13 March until 12 April, 2015.

FOTOSPEED E81

www.fotospeed.com

Fotospeed leads the market in darkroom supplies and has the very best in digital paper, inks, software and hardware. Brands include Herma, Dustoff, Kaiser.

FRANZIS VERLAG GMBH F132

www.franzis.de

German software and book publishers.

FRITH & CO J42

www.frithandcompany.co.uk

A family-run business established in 1973 that specialises in making frames and mounts, stocking everything you might need to help you sell your own prints.

FUJIFILM D21

<http://www.fujifilm.eu/uk>

Fuji makes analogue film and leads the way with photofinishing equipment and papers. Come try out the latest cameras and newest lenses in the X-Series CSC range.

FUTURE F32

www.myfavouritemagazines.co.uk/photo

Publishers of *Digital Camera*, *N-Photo*, *PhotoPlus*, *Photography Week* and *Practical Photoshop* magazines. Come meet the teams – and get special show deals on subscriptions and DVDs.

G-TECHNOLOGY F101

www.g-technology.com

Portable and desktop hard drives for the photographer – including the new rugged range, and high-capacity RAID arrays.

GF SMITH PHOTOGRAPHIC B3

www.gfsmithphotographic.com

Albums, folders, mounts and frames.

GITZO D41

www.gitzo.com

Tripods of distinction... this Italian manufacturer has produced tripods, heads and monopods that photographers have lusted after for over 90 years.

GLOVER & HOWE H101

www.gloverhowe.co.uk

Specialist insurance cover for professional, semi-pro and amateur photographers.

GOTPHOTO J74

www1.fotograf.de

An online shop system for nursery and school photographers.

GUIDE DOGS A117

www.guidedogs.org.uk

Sponsor a guide dog puppy and follow every step of their amazing journey to becoming a life-changing companion.

GMC PUBLICATIONS J51

www.thegmcgroup.com

Publishers of *Outdoor Photography* and *Black+White Photography* magazines, and practical books on photography.

HAHNEMÜHLE FINEART G21

www.hahnemuehle.com/en

Exquisite papers for digital printing.

HASSELBLAD H21

www.hasselblad.co.uk

Masters of the medium-format camera. Come see the flagship 60-megapixel H5D, or drool over the futuristic Lunar.

HHJ TRADING D102

www.hhj-trading.co.uk

Photo frames for professionals.

HIRE A CAMERA B80

www.hireacamera.com

Get that special lens or camera you want for a weekend or for an assignment.

HORIZON HOBBY G32

www.horizonhobby.co.uk

Radio-control specialists Horizon are just the people to show you why drones are the perfect way to get a new angle on the subject, using their Blade quadcopters.

HOT PRESS BY WESSEX G100

www.wessexpictures.com

Dry mounting equipment for putting your prints onto card, foamboard or MDF.

HOYA D61

www.intro2020.co.uk

A wide variety of top-quality round screw-in filters from the world's largest producer of optical glass.

HPRC G19

www.plaber.com

Italian manufacturer of advanced-design hard cases to protect your gear in transit.

HUNGRY EYE A81

www.hungryeyemagazine.com

The peer-to-peer journal for image makers.

IANIRO B32

www.ianirouk.com

Distributors of Libec tripods, Kupo grips, mini jibs and TV lighting equipment.

ID STATION H61

www.swains.co.uk

Neat solutions for those who want to sell passport pictures.

IMPOSSIBLE LONDON G20

www.the-impossible-project.com

Polaroid film lives on to provide new life for instant cameras. See the new Instant Lab, which creates hard copies from your smartphone images in just a few seconds.

INFOCUS INSURANCE J71

www.infocusinsurance.co.uk

Off-the-shelf or bespoke insurance cover for your gear and photo business.

INNOVA ART E62

www.infocusinsurance.co.uk

Innova Art is a UK manufacturer of premium inkjet media for aqueous and eco-solvent printing. Producers of the JetMaster Display Systems and Olmec inkjet papers.

Studio on the move

Studio lights no longer need to be used in the studio – lithium-ion rechargeable battery packs mean that travel kits are getting more affordable and therefore more popular.



INSPIRED PHOTOGEAR D131

<http://inspiredphotog.com>

Inventor of the lightweight Lollipop lighting stand, collapsible ring light, and innovative Light Blaster, that turns your flash and lens into a spotlight and gobo projector.

JAMES CROPPER F121

www.cropper.com

Suppliers of luxury papers & the glue-free, staple-less Khora instant canvas system.

JILL-E DESIGNS D132

www.jill-e.com

Jack and Jill-e camera bags that hold all your gear safely, but look like a normal bag.

JUST LIMITED A56

www.cameraclean.co.uk

A wide range of affordable accessories plus solutions and tools for keeping your sensor and camera clean.

KALEIDOSCOPE FRAMING E121

www.kaleidoscope-framing.co.uk

Frames, folders, blocks, albums, acrylics and other ways to display your photos.

KENKO D61

www.intro2020.co.uk

Manufacturer of Teleplus teleconverters, exposure meters and extension tubes.

KENRO F82

www.kenro.co.uk

Nissin flashguns, Benro tripods, Marumi filters, Reflecta projectors – and more.

KITSCHRETRO A118

<http://rarecamerafilms.myshopify.com>

Suppliers of rare, expired and hard-to-find films in all camera formats.

KOWA OPTIMED H1

www.kowa-europe.com

Digiscopes – and adaptors that allow you

to use digiscopes with your DSLR for an alternative to long telephoto lenses for wildlife photography.

KSM TRADING GMBH B111

www.mavisfotovideo.de

Distributors of rigs, lighting and more for the DSLR videographer.

LASTOLITE D41

www.lastolite.com

Backgrounds, reflectors and lighting modifiers in all shapes and sizes.

LEE FILTERS G51

www.leefilters.com

High quality slot-in filter system, including its legendary neutral density grads and the Big Stopper.

LEICA C120

<http://us.leica-camera.com>

Legendary German camera brand that continues to innovate with its high-tech medium-format S-Series, the 60-year old M-series rangefinder cameras, and the solid-titanium Leica T.

LENCARTA F91

www.lencarta.com

Studio flash lighting and accessories – including the new portable Atom system, and the SuperFast high-speed flash heads that offer a flash duration of just 1/20,000 sec at minimum power.

LENS LOCKER H67

www.lenslocker.co.uk

Want a long lens for a sporting event or a safari trip? Hiring that specialist lens by the day or week lets you use glass that you can only dream about owning.

LENSBABY F123

www.lensbaby.com

Creative lens systems that let you add

effects to your pictures – including selective focus, fisheye distortion and dream-like blur.

LENSES FOR HIRE A87

www.lensesforhire.co.uk

Fuss-free way to borrow your dream lens. Choose the super-telephoto, tilt-shift, macro, ultra-wide, or fast prime you want to hire, and it could be with you tomorrow.

LIGHT BLUE SOFTWARE A88

www.lightbluesoftware.com

Software that helps run a photography business; it tracks enquiries, manages quotes, sends invoices and runs reports.

LINHOFF & STUDIO G45

www.linhofstudio.com

Distributors of Linhof, Alpa, Lotus View and Silvestri specialist cameras, and suppliers of Hensel lighting.

LISHUAI PRESENTED BY PROAV G128

www.proav.co.uk

Lighting solutions from on-camera LED lights for DSLRs to full studio kits.

LOMOGRAPHY G42

www.lomography.com

Retro-inspired cameras for the fashion-conscious film user. Lomography will be running workshops (see page 28) and giving you a chance to use its new instant camera and its brass-encased Petzval lens.

LONDON CAMERA EXCHANGE C81

www.lcegroup.co.uk

With 28 branches, LCE is one of the largest photographic dealers in the UK. As well as show bargains, LCE will have a "Trade-in zone" for those who want to part-exchange, plus a bag and tripod village.

LONGRIDGE MOUNT CUTTERS J67

www.longridge.co.uk

The professional way to cut your own cardboard mounts and passepartouts.

LOXLEY COLOUR F81, F71

www.loxleycolour.com

Creative printed products for the serious photographer, from the award-winning Bellissimo albums to striking wall products, a framed print service to creative desktop and presentation products.

4K is for now

4K TVs with Ultra High Definition resolution are starting to take off and there are now quite a few cameras that can shoot 4K – offering four times the detail of 1080p Full HD movies. The resolution offers exciting possibilities for the action stills photographer as each frame of the video is 8 megapixels – enough detail for an A3 print.



Get action everywhere

There are more and more action cameras on the market – small devices that let you shoot extreme sports in an up-close-and-personal style. GoPro was the daddy of the action cam market – but now several manufacturers are having a go at producing these mini go-everywhere capture devices. And even more outfits are making mounts, so you can secure your commando-cam to your skateboard, bike, or surfboard in ever-more creative ways.



Colour management and monitor specialists, selling products from EIZO, NEC, X-Rite and Datacolor.

NEST F134

www.nest-style.com

Manufacturer of shoulder bags, backpacks, rolling bags and a range of monopods, tripods and lighting.

NEWBORNART PHOTOGRAPH TRAINING H81

www.newbornartacademy.co.uk

Photograph babies professionally with training from Tobias Robins.

NIKON E31, D31

www.nikon.co.uk

Try out the latest kit in the Nikon range, from the feature-rich D5500, through to the impressive D750 full-frame DSLR. You will also get a chance to get your hands on all the lenses in the Nikkor range. Drop by to the special stage on the stand, where pros will be giving free talks.

NISI DIGITAL B62

www.nisidigital.com/en

A new filter brand with UV, ND and polariser options, plus a screw-on close-up attachment for SLR users.

NOMAD OF MARKET HARBOUR A100

www.nomadcases.co.uk

Hard cases to fit anything you want to carry safely – custom-made to your design if there is nothing suitable from stock.

NOVACHROME G69

www.novachrome.co.uk

Specialist supplies for printing your clients' pictures onto mousemats, mugs, phone cases, ceramic tiles and much more.

NPHOTO B81

www.nphoto.co.uk

High-quality photo albums and photo books for professional photographers.

OLYMPUS C51, B49

www.olympus.co.uk

Come and get your hands on the latest model in the pro-spec retro-feel OM-D range, discover the full extent of the Micro Four Thirds lens range, and find out which PEN CSC is best for your needs.

LUX S STUDIO DÉCOR J65

www.studiodecor.co.uk

Advice and equipment for your studio, from a full planning service through to posing equipment and props.

LYTRO E61

www.lytro.com

The revolutionary Lytro Illum Light Field camera allows you to adjust the focus of your image, *after* you've taken your picture!

MAC GROUP D120

www.macgroupus.com

Trade suppliers of Benro, Induro, MEFoto, Tenba and Vüfilters.

MACPHUN SOFTWARE B92

www.macphun.com

Ingenuous low-cost photo apps for your Mac, including Snapselect and Snapheal.

MACWET A122

www.macwet.com

Gloves you keep on when using a camera.

MAGPIE ACCESSORIES G70

www.magpieaccessories.com

Luxury leather straps and bags from designer Kathryn Sillince.

MANFROTTO D41

www.manfrotto.co.uk

The world's best-known tripod maker designs a wide range of accessories for photographers and videographers of all abilities, including supports and bags.

MARCELLO STRADA G91

www.fotolibrofaide.com

Italian photobook binding machines.

MARCHWOOD OPTICS B72

www.marchwooduk.co.uk

Distributors of Bresser binoculars, Jupio

SLR battery grips, National Geographic spotting scopes, Crumpler bags and more.

MPA B123

www.thempa.com

Organisation for pro photographers, and organiser of the MPA Awards.

MEGALABS PRINT SERVICES H105

www.megalabs.co.uk

Independent professional photo-finishing lab, based in Northampton.

METZ D61

www.metzflash.co.uk

Flashguns, from non-dedicated compact units to high-powered hammerheads.

MINOX F124

www.minox.com

Maker of subminiature 'spy' cameras.

MTA LTD G31

www.mtauk.com

High-quality handmade albums.

MY ISTICK A97

www.myistick.co.uk

The world's first Apple-approved USB flash drive with Lightning connector.

N-PHOTO F32

www.facebook.com/nphotomag

N-Photo is the world's only 100% Nikon-focused magazine. Come meet the team and discover our unbelievable show deals.

NATIONAL TRUST A68

www.nationaltrust.org.uk

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NATIVE DIGITAL B42

www.nativedigital.com



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B21**



ONE VISION IMAGING G61

www.onevisionimaging.com

One of the UK's largest professional photographic labs, with an online framing service and a range of luxury albums.

ONONE SOFTWARE E101

www.ononesoftware.com

Producer of Perfect Photo suite – seven powerful apps for image editing that add functionality and effects to Photoshop, Lightroom, Elements and Aperture.

OPTICRON J124

www.opticron.co.uk

Digiscopes & binoculars for nature watchers.

OUSE VALLEY PROCESSING H69

www.ousevalleyprocessing.co.uk

Family-run lab that produce silver-halide prints from your slides, negs or digital files.

PANASONIC C61

www.panasonic.com/uk

See the latest cameras and lenses in the Lumix G CSC range – and discover why 4K ultra-HD video is as interesting for photographers as movie makers.

PAPER SPECTRUM J85

www.paperspectrum.co.uk

Specialist printing papers for photographers, including fine-art giclee and blank greetings cards.

PÁRAMO G57

www.paramo.co.uk

High-performance directional waterproof clothing for those working outdoors.

PEAK DESIGN LTD G58

www.peakdesignltd.com

Innovative clips and straps for carrying your camera kit.

PENTAX C111

www.ricoh-imaging.co.uk

See the new colourful KS-1 DSLR – or get your hands on the medium-format camera that everyone is talking about, the incredible 51-megapixel 645Z.

PERMAJET B41

www.permajet.com

With the world's biggest range of inkjet papers, Permajet is a pioneer in continuous ink systems and ICC colour profiling.

PEXAGON TECHNOLOGY K93

www.pexagontech.com

Personalised USB memory sticks.

PHOTO CLAM INTERNATIONAL D107

www.photoclam.com

Tripods and ball-heads from Korea.

PHOTO-ME INTERNATIONAL A64

www.photo-me.co.uk

The photobooth people.

PHOTOBARN TRAINING G132

www.photobarntraining.co.uk

Courses for beginners and aspiring pros, lasting from one day to a whole year.

PHOTOGRAPHY FARM A103

www.photographyfarm.co.uk

Residential workshops for aspiring wedding photographers run by Lisa Devlin on a farm near Gatwick.

PHOTOGRAPHY WEEK F32

www.facebook.com/PhotographyWeek

The best-selling and award-winning weekly photo mag for iPad, iPhone and Android.

PHOTOGRAPHYPRINT.CO.UK G92

www.photographyprint.co.uk

Digital printers specialising in DVD cases, USB cases, photo panels and more.

PHOTOGUARD B53

www.photoguard.co.uk

Insurance cover for your camera kit and your photography business.

PHOTOMAC H12

<http://photomacupload.livelinkprint.com>

Lab offering T-shirt printing, A1 posters, film processing and other interesting services.

PHOTOPLUS F32

www.facebook.com/PhotoPlusMag

The only monthly magazine 100% dedicated to Canon EOS DSLRs. Come to the stand to meet the team. We have some unbelievable show offers on subs, too.

PHOTOSHOP DIGITAL J45

www.photoshopdigital.com

Handmade flush-mount wedding books, with a choice of 101 different albums.

PHOTOVALUE D106, D101

www.photovalue.com

Suppliers of slip-in mounts and folders to show of your photographs since 1981.

PHOTOXPORT A95

www.photoxport.com

Distributors of Noritsu minilabs.

PICTURE BLOC J102

www.picturebloc.com

Contemporary ways to frame your photos!

PIXAPRO D91

www.essentialphoto.co.uk

Extensive range of lighting equipment and accessories, available via mail order from its Birmingham warehouse.

PLASTIC SANDWICH J113

www.plasticsandwich.co.uk

Personalised leather iPad and print portfolio books.

PLOT-IT F1

www.plot-it.co.uk

Large-format printers, CAD plotters plus printing consumables.

PLUSTEK J112

www.intro2020.co.uk

Film scanners for converting your slides and negatives into digital images.

Look up to the clouds...



Finding a way to backup shots safely has been a worry for digital photographers. Cloud-based storage solutions and faster broadband speeds mean saving your precious high-res pictures to a remote server is easier than ever. Network Attached Storage (NAS) drives are useful, too; you backup images locally, but can access your





A view from a drone

Aerial photography used to mean hiring a small plane or a helicopter. Now remote-control quadcopters that can carry a camera are getting affordable enough for any would be Yann Arthus-Bertrand to get his or her hands on. Even drones that can carry a full DSLR kit are getting to be more common. The sky really is the limit!

PNY G94

www.pny.eu

Memory cards, readers and peripherals.

POCKET WIZARD A30

www.johnsons-photopia.co.uk

The pioneer of wireless flash triggers.

PRACTICAL PHOTOSHOP F32

www.facebook.com/practicalphotoshop

Your monthly fix of Photoshop tutorials, inspirational images and step-by-step advice – on your phone, tablet or laptop.

PRISMA BOX J114

www.komola.de

Online software solution for managing and merchandising your images.

PROFOTO F45

<http://profoto.com/uk>

High-quality studio heads and light-shaping accessories.

PSDCLIP A90

www.psdclip.com

Online editing services such as clipping paths, colour matching and masking.

RC HELI GURU J23

www.rcheliguru.co.uk

One-stop shop for radio-controlled drones and for GoPro cameras and accessories.

REDWOOD PRO LAB H5

<http://redwoodphoto.com>

Full range of pro printing services, including albums for wedding photographers.

REMEMBER MY BABY A84

www.remembermybaby.org.uk

Volunteer service that offers free portraits for parents losing their baby during birth.

RICOH IMAGING C111

www.ricoh-imaging.co.uk

See the Ricoh Theta that lets you shoot 360° images in just one shot, and the waterproof WG-M1 action cam.

RK PHOTOGRAPHIC A70

www.thedarkroom.co.uk

An Aladdin's cave of darkroom equipment and photo accessories. Distributors of Hoodman LCD loupes, and Pedco clamps.

RØDE MICROPHONES H47

www.hhb.co.uk

Manufacturers of the hotshoe-mounted VideoMic range of microphones.

ROLLEIFLEX UK LTD H132

<http://rolleiflex.co.uk>

Rolleiflex twin-lens reflex cameras, the X-Act monorail system, and the Rollei 35 – all handmade in Braunschweig, Germany.

ROSKERR J21

<http://rosemedia.co.uk>

Canvas and paper for large-format printers.

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<http://rotatrim.com>

Rotary trimmers and cutting mats.

RSPB G113

<http://rspb.org.uk>

The Royal Society for the Preservation of Birds is the UK's biggest wildlife conservation organisation.

SAMYANG D61

www.syopt.com/en

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SARLO ALBUMS B86

www.sarloalbums.it

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SCHNEIDER D41

www.schneiderkreuznach.com/photo-imaging

Lenses for large- and medium-format cameras, and tilt-shift lenses for DSLRs.

SCHOOL OF PHOTOGRAPHIC IMAGING E131

www.spi-photography-courses.com

Courses that let you study at home.

SCRATCH IDEAS G67

<http://scratchideas.co.uk>

Try on a Slidestrap for size.

SEKONIC A30

www.johnsons-photopia.co.uk

Light meters in all shapes, from entry-level analogue units to pro multi-function digital meters with built-in wireless triggering.

SHOOTPROOF F130

www.shootproof.com

Branded online gallery and sales solutions.

SHOULDERPOD G66

www.shoulderpod.com

The first professional smartphone rig.

SIGMA IMAGING B82

www.sigma-imaging-uk.com

Come try out Sigma's extensive range of independent lenses for SLRs and CSCs for yourself – including the exciting new pair of 150-600mm super-telephotos.

SILVERSHOTZ PTY LTD J126

www.silvershotz.com

The digital journal of contemporary photography, published every eight weeks.

SIM IMAGING F41

www.sim2000imaging.com

Affordable photo albums, presentation boxes and books for the pro.

SIMLAB PLUS A60

<http://www.simlab.co.uk>

Pro lab with full range of services, including stickers, postcards, dibond mounting and giclee prints.

SINAR C31

www.sinar.ch

Beautifully-engineered large-format cameras from Switzerland.

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SIRUI E71

www.sirui.eu/en

Sirui is a relatively new name to the tripod game – but its extensive range of legs and heads is well worth checking out.

SLIK D61

www.sliktripod.co.uk

Established in 1948, Slik produces tripods to suit most types of photography.

SLR MAGIC F134

www.slrmagic.co.uk

Hand-crafted professional manual-focus prime lenses for photo and cinematic use.

SMUGMUG F69

www.smugmug.com

Create pro-looking galleries and websites – and backup images at the same time.

SNAPPERSTUFF B102, B101

<http://snapperstuff.com>

Distributors of ThinkTank bags, FLM tripod heads, MindShift bags, LumiQuest flash modifiers, and Lighttech softboxes.

SONY D71

www.sony.co.uk

CSC interchangeable mirrorless cameras to suit everyone from beginner to pro. Check out the a7 range of full-frame models, which let you to tailor the resolution and spec of your camera to meet your shooting needs.

SOOD STUDIOS G1

www.soodstudio.com

Designer albums delivered worldwide.

SPEED GRAPHIC G53

www.speedgraphic.co.uk

Pro retailer and mail order specialists. Great deals on Gitzo, Manfrotto, and ThinkTank, plus demonstrations of Novoflex gear.

SRB PHOTOGRAPHIC B2

<http://srb-photographic.co.uk>

Offers a wide range of bolt-on accessories that can be hard to find elsewhere, including extension tubes, reversing rings, mount adaptors, bellows units, and slide copiers, amongst other items.

STEADICAM H61

<http://tiffen.com/steadicam>

Stabilising rigs suitable for every type of handheld video camera, from pro broadcast to mini GoPros.

SUN-SNIPE A31

www.sunbounce.com

Check out the range of Sun-Sniper camera strap systems, and the highly respected Sunbounce reflector range.

SUPERFRAME H65

www.superframe.eu

Contemporary ways to display your images, including the FotoSlot, the FotoBlok and the Acrylic Sandwich.

SYRP A30

www.johnsonson-photopia.co.uk

Give time-lapse shots a new dimension with the Syrp Genie – a motion-controlled head you can carry in your camera bag.

SYSTEM INSIGHT H122

www.systeminsight.co.uk

Fast print solutions for the events photographer, including Mitsubishi dye-sub and Hi-Tech computerless printers.

TAMRAC D61

www.tamrac.co.uk

High-quality carrying systems including messenger and lifestyle photo bags, backpacks and digital SLR bags.

TAMRON D61

www.tamron.eu/uk

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TETENAL C101

www.tetenaluk.com

Printer and darkroom specialists, providing everything from traditional black-and-white chemicals through to Kodak minilabs.

THE BUREAU OF FREELANCE PHOTOGRAPHERS J81

www.thebfp.com

Membership gives you information on how and where you sell your pictures.

THE CLICK GROUP B61

www.clickprops.co.uk

Backdrops and props for your studio and baby portrait business. Join our Bump2Baby programme and get new client leads.

THE DISABLED PHOTOGRAPHER'S SOCIETY H51

www.disabledphotographers.co.uk

Charity founded in 1968 that promotes photography for people with disabilities, their carers, or anyone who wants to help.

THE FLASH CENTRE G105

www.theflashcentre.com

Studio lighting specialists for over 25 years. Experts in Elinchrom, Phase One, Zacuto and much more.

THE FRAY FIX A124

www.thefrayfix.co.uk

The solution for fraying Macbook leads and other fragile connectors.

THE GUILD OF PHOTOGRAPHERS J75

<http://photoguild.co.uk>

Training, mentoring, legal support, discounts and more for members.

THE ILEX PRESS J69

<http://www.ilex-press.com>

Publisher of specialist photography books.

THE MAGIC TOUCH J73

www.themagictouch.co.uk

Transfer technology for full-colour decoration of photo gifts including T-shirts, mugs, and phone cases.

THE PHOTOGRAPHER ACADEMY E91

<http://thephotographeracademy.com>

Over a thousand training films that you access via monthly or yearly subscription.

THE PHOTOGRAPHIC ALLIANCE OF GREAT BRITAIN H134

www.thepagb.org.uk

National organisation for regional federations of affiliated camera clubs.

Film is not dead!



Over 800 billion images were shot last year – nearly all taken on a digital camera or phone. But it's wrong to think that no one is using film. In fact, using traditional emulsion to take your pictures has gained cult status in many circles – and you will find plenty of people at the show selling cameras, film and processing chemicals to help you keep silver halide photography alive.

VANILLA PHOTOBOOKS F67

<http://vanillaphotobooks.co.uk>

Pro-quality photo books – photographically printed completely seamless, layflat spreads, and luxurious wooden covers with routed edges.

VELBON D61

www.velbon.co.uk

Tripods in all sizes, from the UT travel range up to the chunky Geo carbon fibre range.

VIEWFINDER PHOTOGRAPHY D1

www.viewfinderphotography.co.uk

Studio lighting, studio accessories, backdrops and flashgun add-ons.

WACOM F51

www.wacom.com

The biggest name in graphics tablets.

WESTCOTT A30

www.johnsons-photopia.co.uk

Innovative studio lighting manufacturers from America – the range includes the handheld IceLight, and the Flex – a bendable, water-resistant LED panel.

WESTERN DIGITAL H42

www.wdc.com/en

Internal and external harddrives to solve image storage problems.

WHITEWALL E123

<http://uk.whitewall.com>

High-quality prints on paper, aluminium or acrylic.

ZEISS B51

www.zeiss.com/camera-lenses

Zeiss offers an ever-increasing range of high-quality prime lenses for Nikon and Canon DSLRs, and has recently launched the Loxia and Touit ranges to offer fast prime lenses for FujiFilm and Sony CSC mirrorless cameras.

ZENFOLIO G63

www.zenfolio.com

All-in-one web solutions for pros and hobbyists to help organise, display and market their images.

THE ROYAL PHOTOGRAPHIC SOCIETY C123

www.rps.org

The RPS exists to promote image-making and support photographers to realise their potential. It has chapters all round the world, and a highly respected awards program.

THE SOCIETIES J41

<http://thesocieties.net>

The Societies are a group of eight membership organisations incorporating the interests of all aspects of photography.

THINKTANK B102, B101

<http://snapperstuff.com>

Camera bags designed by photographers – from pouches to roller bags.

THULE B121

www.thule.com

Bags and backpacks for an active lifestyle.

TIFFEN H61

<http://swains.co.uk>

Top-quality circular filters from America.

TIME INC E131

www.amateurphotographer.co.uk

Publishers of *Amateur Photographer* and *What Digital Camera*.

TOKINA D61

www.tokinalens.com

Tokina has been at the forefront of zoom lens innovation for 60 years.

TOP-TEKS LTD G125

www.top-teks.co.uk

High-end video cameras and accessories for cinematographers.

TOPAZ LABS K82

www.topazlabs.com

A range of 16 different software utilities for photographers.

TOTAL MAST SOLUTIONS F2

www.totalmastsolutions.com

Telescopic masts for aerial photography.

TOWERGATE CAMERASURE A41

www.towergatecamerasure.co.uk

Wide range of policies to cover any photographer's or photo business's needs.

TYI TRADE K86

www.tyitrade.co.uk

A wide range of frames, canvas wraps and albums – all at trade prices.

UK HIGHLAND PHOTOGRAPHY A101

www.ukhighland.co.uk

Accessory specialists with range of compatible lens hoods, iShoot flash triggers and more.

ULTIMAT G71

www.ultimatframes.com

Frames and mounts for pro photographers.

URBAN PHOTOGRAPHER OF THE YEAR A74

<http://www.cbrephotographer.com>

Annual competition launched in 2014, and sponsored by CBRE, that finds the photographers that produce the best pictures of the heart of the city.

USB2U H131

www.usb2u.co.uk

Customised and promotional USB drives.

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www.vanguardworld.co.uk

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**Absolute
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pro, there's
a workshop
for you!**

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As well as the many free features and talks at the show, there are several extra premium workshops that you may want to sign up for, so you can get even more from your trip to the Birmingham NEC...

BEGINNERS' MASTERCLASS

Sponsored by Panasonic

Want to start taking photography seriously, but not quite sure where to start? Our half-day courses on the Saturday and Sunday mornings of the show will send you on your way, with lots of ideas and confidence. Each two-and-a-half hour session is split into four segments, presented by four different experts – and costs £10.

Saturday 21 March or Sunday 22 March

10:30 – 11:05

Camera and lens choice

Join Angela Nicholson, Head of Testing at Future Publishing's photography titles, as she explains the differences between types of cameras and lenses, and which equipment is right for you.

11:05 – 11:40

The basics of exposure

Straight-talking Damien Demolder breaks down the jargon and takes the mystery out of seemingly complicated techniques.

11:50 – 12:25

Tips and tricks for making great pictures

Enjoy learning some simple tips and tricks that will transform your photography, with wedding and portrait photographer Ross Grieve.

12:25 – 13:00

Photo software skills for beginners

Alternative wedding photographer and founder of The Photography Farm Lisa Devlin shows you how post-production can make your life easier.

LOMOGRAPHY WORKSHOPS

Two unique hands-on afternoon sessions for the Saturday and the Sunday of the show, that allow you to get hands on with Lomography cameras. In one you could build your own film camera from scratch and take it home, and in the other you get to experiment with the classic Diana F+ medium-format roll-film camera.

Saturday 21 March or Sunday 22 March

13:30 – 15:00

Do-it-yourself SLR film camera building workshop

Cost: £35

Build your very own SLR camera from scratch, customise it, take multiple exposure shots and take it home with you. The cost of this course includes all the materials you will need to make your own Lomography Konstruktor camera.

15:30 – 16:30

Diana F+ 120 film camera

basics workshop Cost: £10

Test out the iconic 1960s Diana F+ medium-format camera, experiment with a range of lenses, and more.





DIY MOUNTING WORKSHOPS

Get your shots on the wall where everyone can see them, by learning to mount your prints, with Richard Buttle from the UK School of Framing

Each session costs £20 (including materials)

Saturday 21 March or Sunday 22 March

10:30 – 11:30

Cut your own quality mounts Cost: £20

The best practices for creating mounts and adjusting your prints for display. Bring an A4 borderless print.

12:00 – 13:00

Double mount, double impact Cost: £20

Discover how to make a double mount and see how it enhances your work. Bring an A4 borderless print.

Monday 23 March or Tuesday 24 March

10:30 – 11:30

Cut your own quality mounts Cost: £20

The best practices for creating mounts and adjusting your prints for display. Bring an A4 borderless print.

12:00 – 13:00

Double mount, double impact Cost: £20

Discover how to make a double mount and see how it enhances your work. Bring an A4 borderless print.

14:00 – 15:00

Cut your own quality mounts Cost: £20

Best practices for creating your own mounts and adjusting prints for display. Bring A4 borderless print.

15:30 – 16:30

Adding depth: deep bevel mounts Cost: £20

Learn how to create depth behind glass with your own deep bevel mount. Bring an A5 borderless print.

PRO CONFERENCE

Half-day sessions; attend one for £10, or both for £15.

Monday 23 March

10:30 – 11:05

Not another tomato! Changes are chances in microstock photography

Standing out from the crowd in stock photography.

Idan Nelkenbaum, Fotolia

11:05 – 11:40

Using social networking for business

Build a client base and market through social media.

Pete Brandon, Pete Brandon Marketing

11:50 – 12:25

Copyright law: what you need to know

Everything you need to know about copyright law.

Gwen Thomas, Association of Photographers

12:25 – 13:00

Client contracts and charging for your work

Get sound advice on contracts and how to price your work. *Gwen Thomas, Association of Photographers & Germaine Walker, Photographic Agent*

Tuesday 24 March 2015

10:30 – 11:05

The brave new world of media and magazines

Find out how to break into the media market, and make it a successful business.

Adam Duckworth, Commercial Photographer

11:05 – 11:40

How to be a successful photojournalist

Find out how to get your work published and stand out from the crowd in today's competitive market.

Sophie Batterbury, The Independent

11:50 – 12:25

Critical software skills to get ahead of the game

Tips and tricks to add that sparkle to your portfolio.

Richard Curtis, Adobe

12:25 – 13:00

Managing colour in your digital workflow

Explore best practices for managing colour in a digital photography workflow. *Ashley Bowman, X-Rite*

Find your way to Birmingham

The best ways to get to the NEC, and other useful facts...



Go by train

The NEC is just a short walk across a covered bridge from Birmingham International station – which is only a 70-minute journey from London. Get 25% off your train ticket with Virgin Trains at www.virgintrains.co.uk/nec-venues/nec (conditions apply).



Go by car

Birmingham is at the hub of the UK motorway network, enabling visitors to travel directly from the M5, M6, M40 and M42. If using satnav, use the postcode B40 1NT.

The NEC has its own car parks, for which they charge £10 per day. Follow the signs when you arrive at the NEC for the correct car parks for The Photography Show, and then take the free shuttle bus (or walk).



Go by coach

With 1,200 departure points throughout Britain, National Express operates a frequent, convenient, low-cost service. To buy your ticket, visit www.nationalexpress.com



Go by air

Birmingham Airport is only a short distance away from the NEC, and there is a free Air-Rail Link between the airport and Birmingham International train station, which is within walking distance to Hall 5.



Disabled access

All levels of The NEC are accessible to wheelchair users, via ramps or lifts. The main Piazza entrance for Hall 5 has automatic doors. The NEC has wheelchairs available for hire, please telephone +44 (0) 121 780 4141 to book in advance. For more information on facilities available at the NEC, visit www.thenec.co.uk/visiting-us

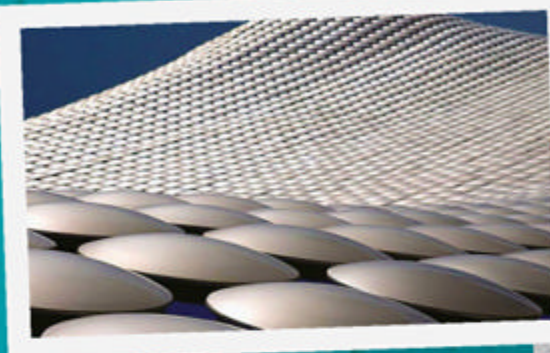


Food & drink

We have arranged for more catering facilities to be available in the Food Gallery within the main hall for this year's show... and there are plenty of other options on offer around the Piazza, just outside the entrance to Hall 5.

4 THINGS TO SHOOT IN BRUM

The show's opening hours mean there's plenty of time to take pictures around the UK's second city. Here are our four favourite spots:



The Bullring

The futuristic exterior of the Selfridges store is perfect for arty abstracts



The canals

Birmingham has more canals than Venice. Begin at Brindley Place then start exploring...

New library

The wrought ironwork on the outside is spectacular if you catch it in the right light, and the interior is breathtaking too



Spaghetti Junction

The many elevated motorways intertwining the city are a driver's nightmare, but full of potential for urban photographers!

Show opening times

Saturday 21 March 2015	10:00 – 18:00
Sunday 22 March 2015	10:00 – 18:00
Monday 23 March 2015	10:00 – 18:00
Tuesday 24 March 2015	10:00 – 17:00

Plan ahead!

Save money by booking in advance. Pre-show discounts end on Tuesday 17 March.



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