



February

19-21

2015

Energy & Creativity

All human beings possess an intrinsic creative capacity, even though it may sometimes appear more keenly developed in some than in others.

For instance, a range of professionals, from painters, sculptors, musicians, scientists and inventors to designers, photographers and others across various fields are all constantly trying tap into their respective creative reservoirs.

The creative talent that even very young children innately possess often surprises us.



So many of us mistakenly believe that individuals are either 'naturally' creative or not, rarely attempting to develop this facet of ourselves and thus leaving it virtually untouched.

The inner strength that drives us to seek fresh subjects and desire to express our personal vision can be simply described as our energy. This energy is the driving force behind it all, giving us the impetus we need to fuel our concentration and cause our ideas to materialize.

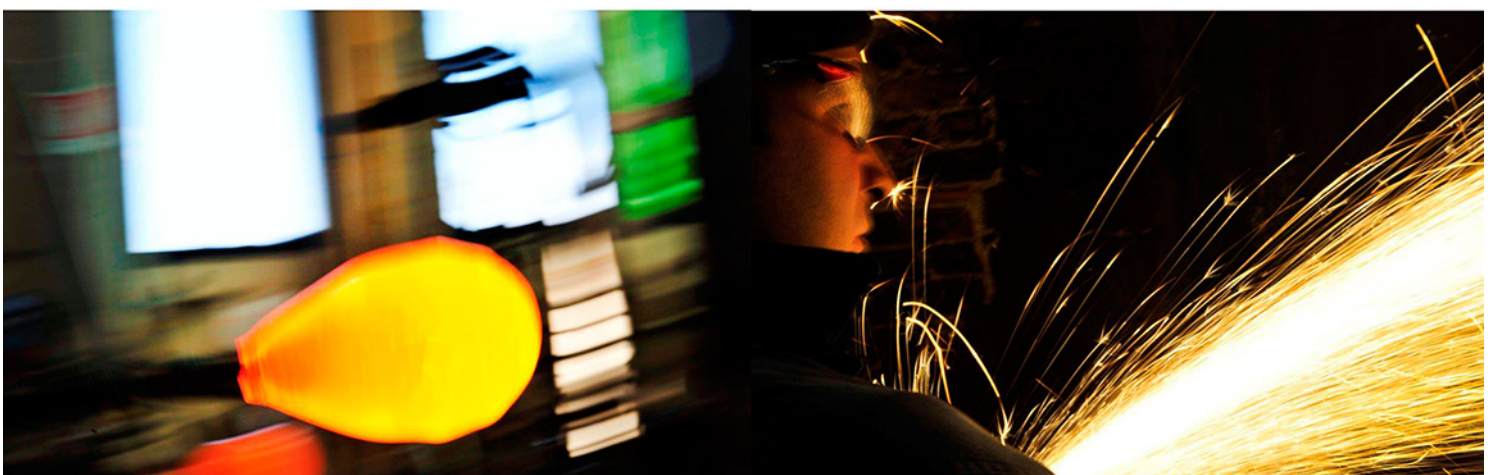


During this photo workshop, I would like to bring together these two facets that each of us possesses – our innate creative capacity and the energy it is derived from.

This is going to be our starting point; we will virtually clear our minds in order to acutely focus our attention, submerging ourselves into our vision and gradually stripping away any external distractions.

Usually, before kicking off each shooting session, I find it quite beneficial to have participants try to achieve a deeper sense of their visual and situational awareness.

The process of developing individual creative capacity is one that necessarily begins with the mind and requires a certain degree of inner calm, attention and concentration, elements that come about as a result of acclimatization and diligence.



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The process takes place in various stages. In the first session we'll look at the project, pinpoint its core elements and determine how it is to be carried out. Following this we will organize shooting sessions spread around different themes across various locations.

As we go along, any additional elements that ought to be considered, (schedule permitting) along with any adjustments and refinements that need to be made will also be factored into the programme. This will happen prior to every single shooting session.

This approach not only gives a solid outline of the working methodology but also highlights the importance of ongoing input and technical advice in our work.



As we wind down each session, we will ensure that there is enough time for any comments or questions that attendees may have at that point. The group size is limited to ten so that each participant's work can be closely assessed.

In truth, photography is essentially an expression of our thoughts, sensibilities and awareness. Each of us possesses a wealth of untapped visual talent that allows us to comprehend and break down complex scenes.



Using images to describe the world is never merely the simple act of reproduction or visual 're-presentation' it seems to be. Rather, it is the power to illustrate the ways in which the photographer's decision to isolate certain aspects of reality can cast 'reality' in a very different light by simply choosing to place emphasis on one element over another.

Training yourself to be more receptive to your subject (before even considering any technical aspects) means being able to visually embrace entirely new situations without the luxury of a *priori* planning or preparation.

Be sure to not only look at the big picture but all its subtleties and finer points. Our aim is to continually develop not just our ability to see, but also the related sense of curiosity and our ongoing desire to experiment and discover.

While on our photographic journey, we will surely come across environments and situations that we had never encountered or even taken into consideration previously. Once there, however, it becomes our duty to have these instances become sources of inspiration and motivation. Being there is only one part of it; we also have to form an emotional and mental connection with our subject.

Let curiosity be your guide and strive to express yourself without restraint.

Put all your energy into getting the best out of every situation and think of how best to put your 'stamp' on every image to make it unique and personal.

Try not to be overly concerned about failing at the first attempt either - it will serve as a learning experience in the run-up to the next task.

Above all, always aim to nurture your natural sense of inquiry and curiosity.

Photo Editing

The whole morning of the last day will be dedicated to the review of all the images shot by each participant, so that every photographer needs his own laptop to organize his own work.
Working as a group will give us the chance to compare all of the images, in order to widen our views and enriching our experience.

Summary

WHEN

February 12-13-14 2016

WHERE

Florence and some areas in Tuscany

WHO

Master Sandro Santioli

MAX. NUMBER

10

ACCOMODATION

Hotel***/B&B, single room with breakfast

DURATION

3 days

TO WHO

A Photo Workshop for All Levels, Amateurs and Professionals.
Needed to know the basic info of the camera around your neck.

PRICE

HOTEL: Euro 70/80 pr day (payment at the Hotel/B&B)

PHOTO WORKSHOP: Euro 280+iva 22%

ACCOUNT: Euro 140+iva 22%

PRICE INCLUDES

The Photo Workshop with Sandro Santioli, Accomodation Hotel***/B&B

PRICE NOT INCLUDES

The cost to reach the Photo Workshop, lunches and drinks and everything not included in "Price Includes"

EQUIPMENT

Laptop, tripod, batteries, memory cards, rucksack or bag, suitable clothes and shoes

For any inquiries, please write me:

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