



firm



VISUAL
EYE

Hotel
Photography
Specialists

Visual Eye, the hotel photography specialists.

We are architectural and interior photographers with over 20 years experience photographing buildings and property around the world. We are experts in hotel photography and work for numerous international hotel brands.

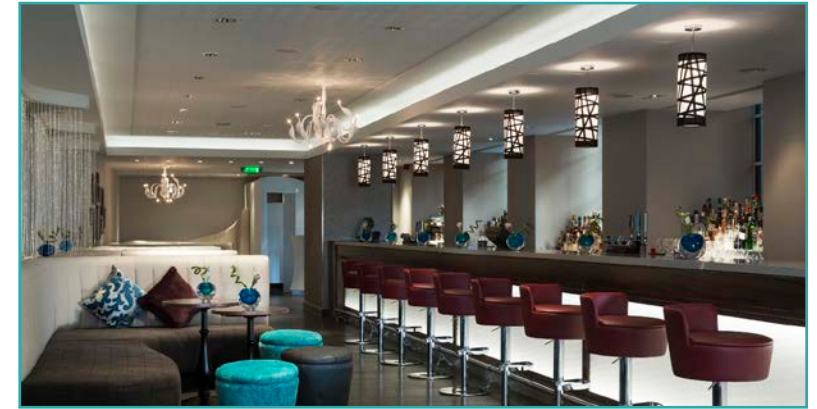
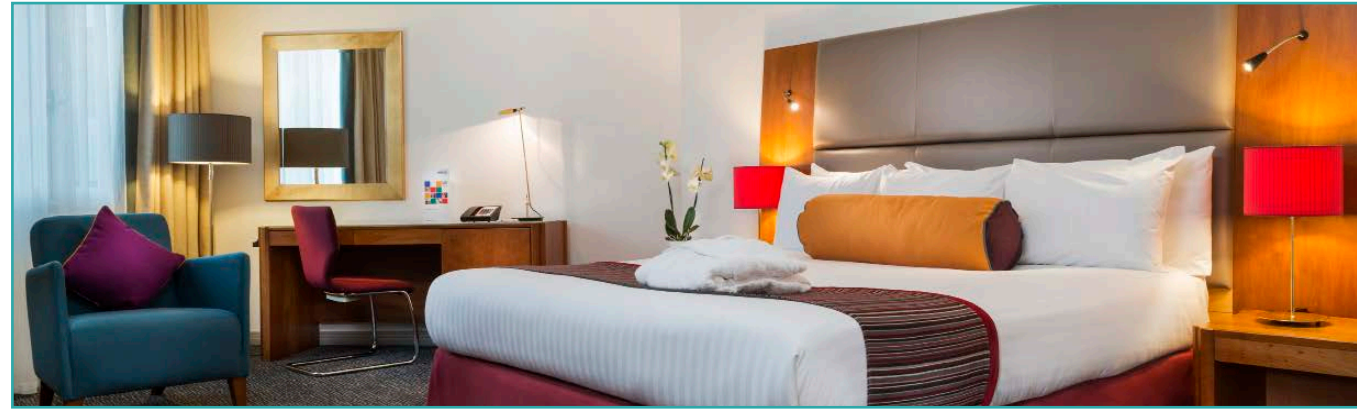
Producing stunning images and surpassing our clients' expectations is our primary objective. Our experience enables us to manage all aspects of a hotel photography project regardless of size. Working with hotel management companies, marketing agencies and directly with hotel owners we provide all of their commercial hotel photography requirements. This brochure is an introduction to this service, outlining our efficient production methods, information about how we manage a project and samples of our work.



By listening to our clients and understanding their photography requirements we form lasting working relationships. Working closely together allows us to fully grasp their brand values and how best to represent them. This means we are entrusted to manage a variety of projects that include extensive marketing campaigns through to smaller one off hotel shoots.

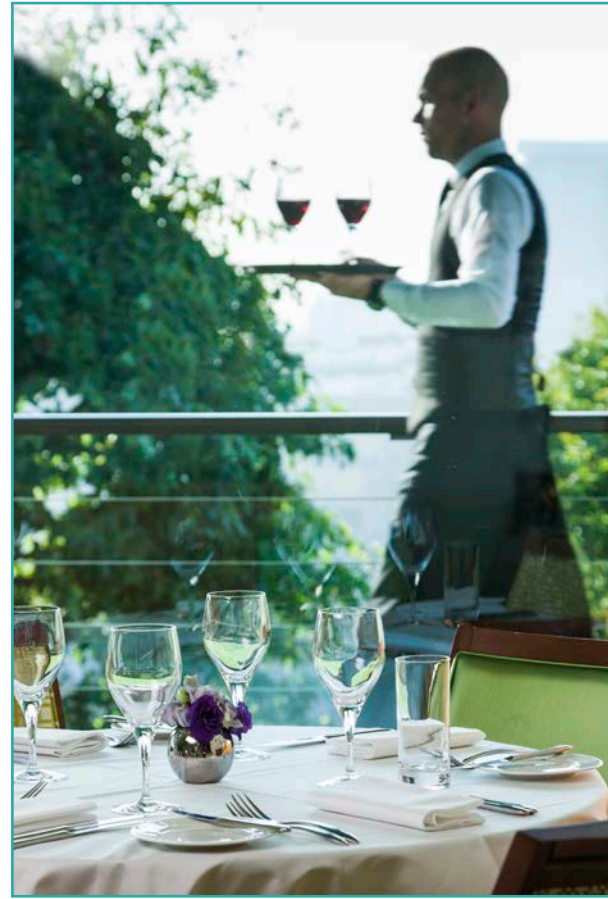
Our experience and expertise means numerous international hotel chains already depend on us to photograph their renowned and valued brands.





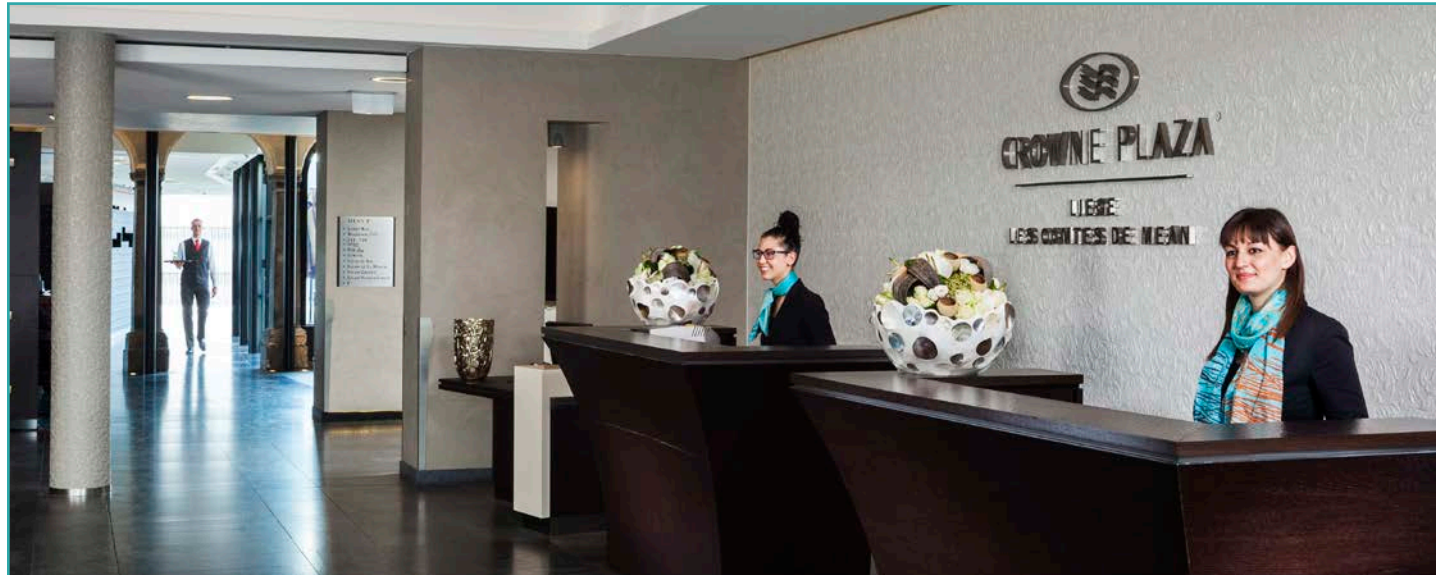
Pre Planning

Our knowledge of how best to photograph a hotel means we are able to offer insightful advice at the early planning stages of a shoot. Knowing how our clients use photography helps us to work with them and advise on the best time of year to undertake a project or the number of shots achievable in a given time frame. We help plan a schedule that takes both the day to day running of the hotel, the creative requirements and the project deadline into consideration.



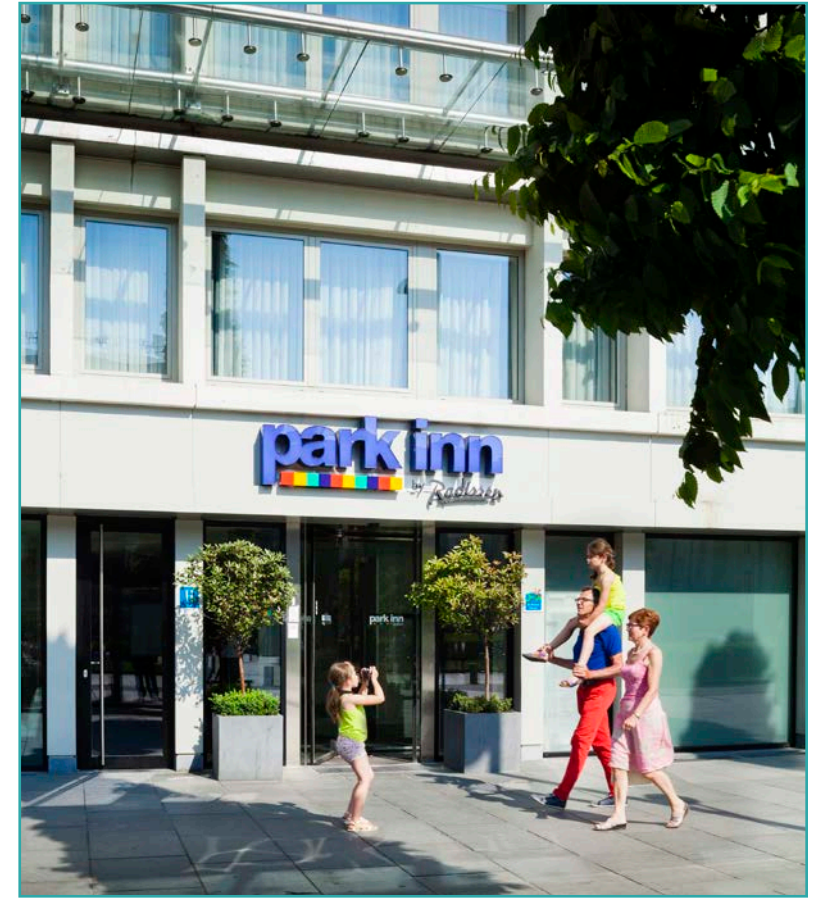
Shooting Plan

Through consultation with the client and the hotel together we all agree a shooting plan and running order for each day of a shoot. This creates awareness amongst the staff of our location within the hotel meaning potential logistical issues are identified early and priority can be assigned to specific shots where necessary. This creates a more cohesive approach amongst everybody involved resulting in a more efficient production process.



Hotel Briefing

We have developed efficient working practices which enable us to get the very best out of a hotel in the time scales available. We advise on the best time of day to shoot the various areas of a hotel and brief the hotel staff accordingly. We continue to liaise with hotel staff during the shoot to insure everything is carefully prepared for each shot and any potential delays are minimised. Politely dealing with hotel guests and getting the best out of staff that may be required to feature in a photograph is also something we are used to.



Composition

Composition is at the heart of everything we do. The majority of our time on location is spent considering the ideal position for the camera and composing the best shot accordingly. We then spend time rearranging furniture where necessary. Moving tables, aligning chairs and straightening pictures can individually seem insignificant but together it is these details that create the perfect final image with the style and precision that our photography is known for.



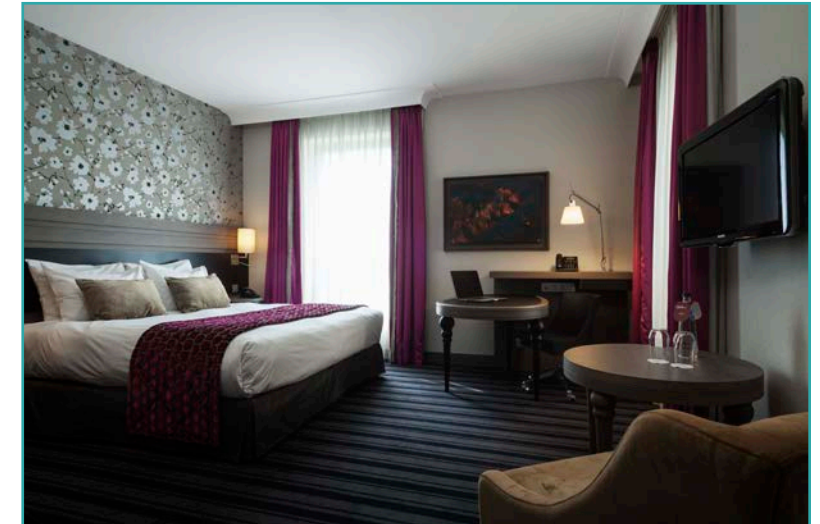
Equipment

We only work with high-end professional digital camera equipment capable of reproducing our images to large sizes if required. Each image is captured in a RAW format meaning that regardless of the final image application, our clients always have access to the best quality files. We use specific architectural lenses that incorporate perspective control shifting, enabling us to create technically correct images without unsightly converging vertical lines often seen other photography. Additionally we tether the camera to a monitor to allow our clients to view the composition of an image in real time.



Lighting

We generally introduce flash lighting to balance and compliment available light and the existing lighting of a space. The result is a natural, clean style that can be seen across our portfolio. We employ various technical lighting practices dependant on the shot. The most widely used is a lighting layering technique of multiple lighting alternatives of the same shot all brought together to form the final image in post production. We also have an extensive stock of equipment so there is rarely a requirement for additional hire costs.



Standard Lighting



Layered Lighting



Shot Type

Hotels often require a variety of different types of imagery dependent on the final use. In addition to wide angle full room shots, we allow time for taking well composed detail shots. These images will often be taken on a telephoto lens employing some drop focus to give prominence to the subject.



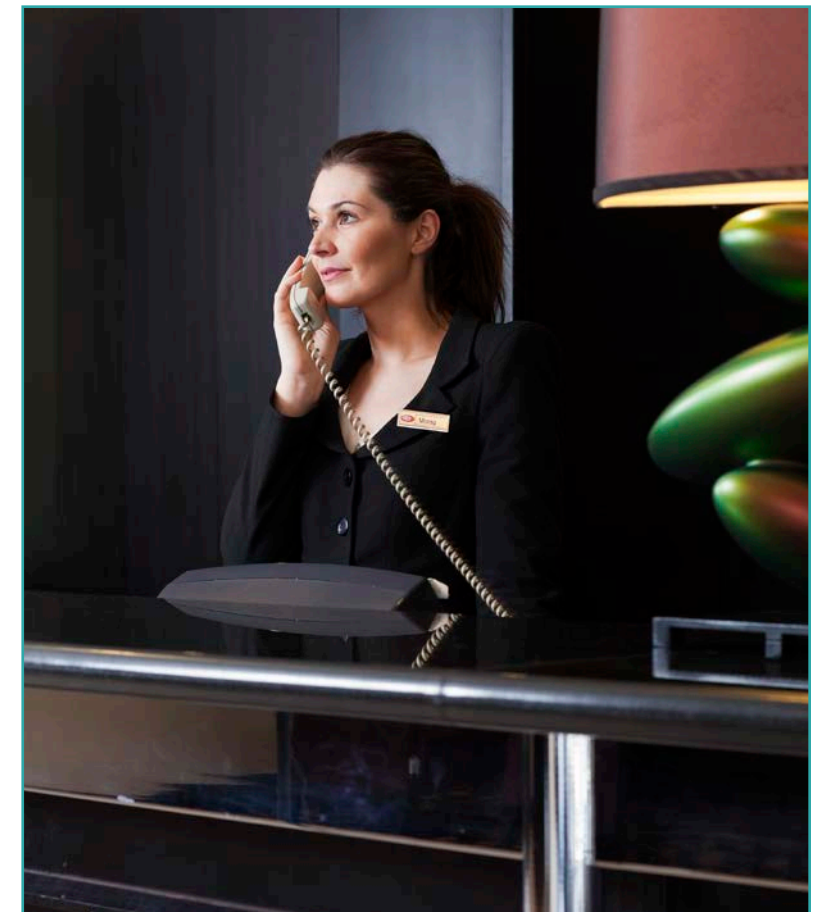
Brand Standards

Many of the hotels we work with have stringent and evolving brand standards. We make every effort to learn, enforce and maintain our client's brand standards across all of the work we produce. With regular communication and updates from our clients, we keep ourselves up to date with brand changes ensuring we always deliver brand correct imagery.



Food

We use our purpose built studio and employ a home economist if required to photograph beautiful plates of food, often for use in marketing collateral and online campaigns. Alternatively we can work directly in the hotel to photograph current seasonal specials or recent changes to an established menu.



People

Accompanying our architectural work we regularly photograph hotel staff and hired models to help add life and personality to a job. Adding a face to a brand can help customers connect with a company, improving brand loyalty. We are happy to liaise directly with model agencies, organise castings and book models when required.

Post Production

Post production is an integral part of digital photography. It is here that the efforts of our location team come to fruition as we carefully colour manage, re-size and perform essential retouching to every image to ensure only a consistent set of final images are delivered to our clients. This can be a time consuming process but we always ensure enough time is put aside to meet the client's often tight deadline.



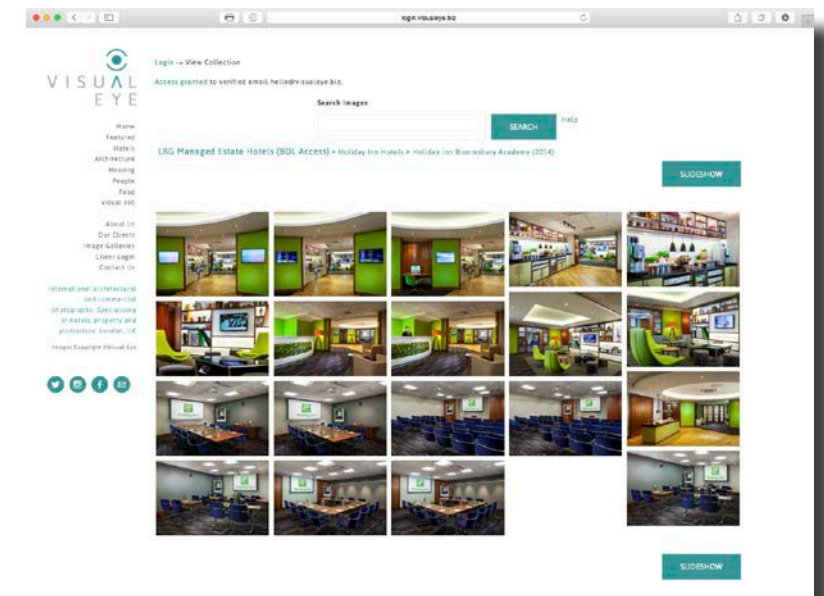
Retouching

As with post production, retouching is an important part of any photography project. On the day of the shoot we make every effort to minimise the volume of retouching required in post production by endeavoring to move cars, position furniture correctly, restock bars, change light bulbs etc. But inevitably some circumstances are beyond our control. It is under these conditions that we employ our expert retouching skills as the final option.

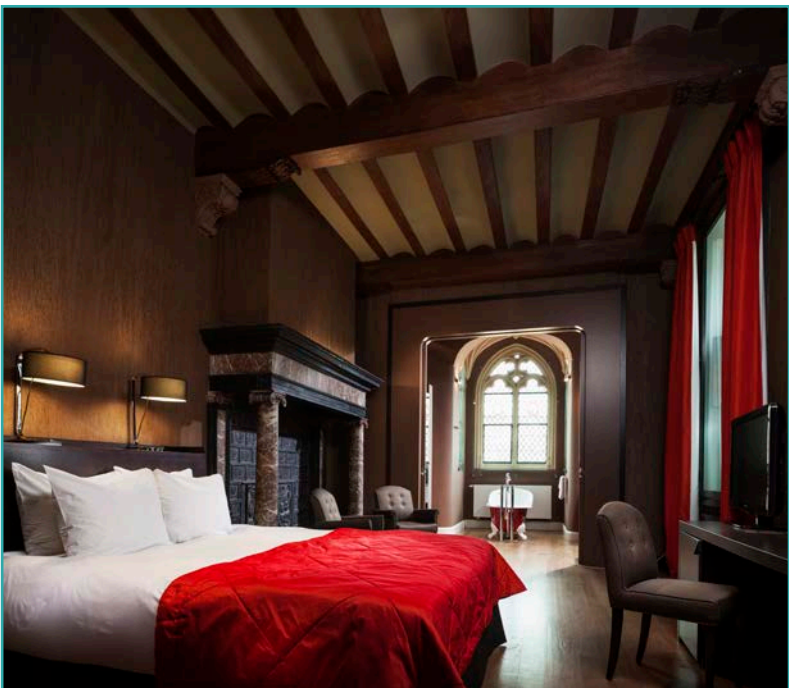


Image Delivery

Once each job has been finished and the post production work completed the images are delivered to all recipients via our website for immediate viewing and direct download. Images can be downloaded in a variety of resolutions to suit the final application. The images are then kept on our server allowing users to revisit at any time and re-download if required. This means clients do not have to keep images on their own computer, as there is always the safety of returning to our website at a later date.









Jonathan Cosh

jc@visualeye.biz

+44 (0)7973 753150



Tom Hampson

tom@visualeye.biz

+44 (0)7971 828640

www.visualeye.biz

