

“IN THIS REPORT WE WILL  
TAKE A NEW LOOK AT THE  
COMPANY FROM THE  
PERSPECTIVE OF BOTH  
EMPLOYEE AND CUSTOMER -  
VERY UPBEAT AND POSITIVE.”

**Industry:** Automotive Parts Manufacturing  
**Location:** United States and England  
**Story:** Employee and Customer Portraits



# AUTOMOTIVE

The employees, 20 in all, we shoot individually as full body silhouettes against white seamless in four different locations. Setting up in a warehouse, cafeteria even a hotel conference room, we try to get our subjects to be really animated with the products— jumping, exuberant, celebratory — almost dancing across the spreads! No problem! Even the most unpromising and nervous models come alive under the lights of our white-on- white set, and each shoot is a lot of fun.

Complimenting the small employee shots are five, full page customer portraits taken in their own environments - rich in color, personality and visual information.

Here is my recipe for the portraits:

- **Pick a part of the store, warehouse, repair shop, or showroom that best tells the story.**
- **Transform the banal with dramatic lighting into an exciting, colorful workplace.**
- **Add some warm, attractive light for the subject.**
- **Introduce appropriate props.**
- **Casually place the customer into the frame.**
- **Make him or her comfortable and at ease.**
- **Start shooting.**
- **Use only the best ingredients!**





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