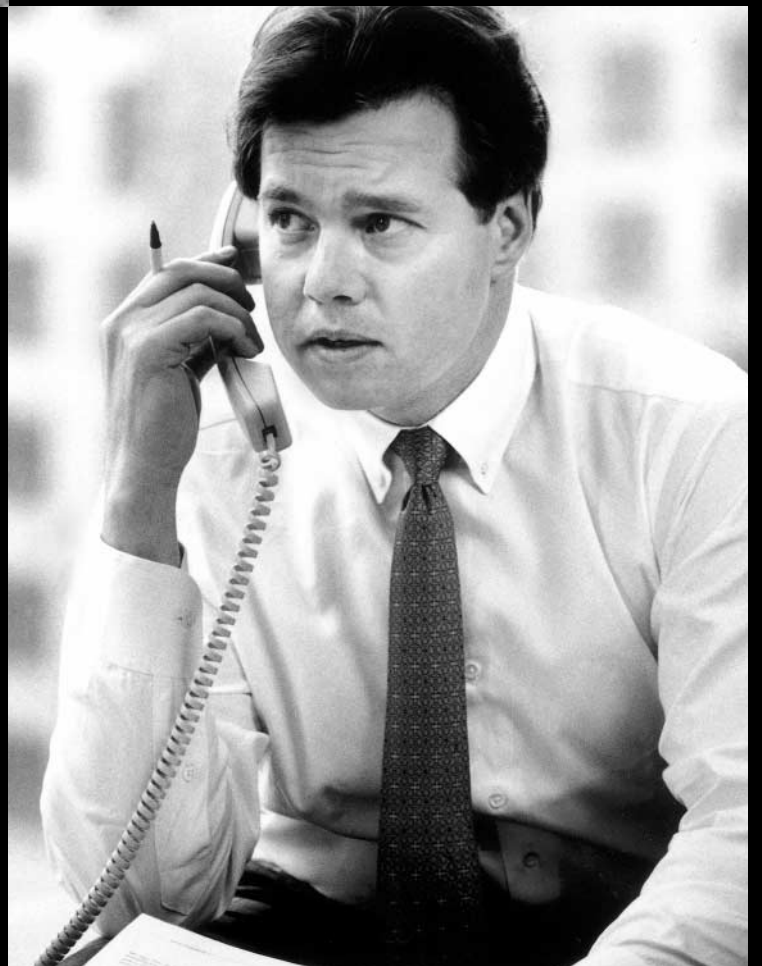




**VIS
UAL**

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BAL**



“Visual/Verbal”

Industry **Financial Institutions**

Location **New York City**

Story **The Trading Floor**

FINANCE

As I walk onto the equities trading floor the atmosphere vibrates with the excitement of traders brokering deals – shouting at each other across rows of computer screens. It is the energy of pressured decisions, instantaneous profits and losses and calculated risk.

Here and there traders and analysts spontaneously group together for a few moments of intense negotiations, then just as rapidly disperse.

Not far away, and in sharp contrast, are the portfolio managers quietly gathering information and monitoring positions. Down the hall in one of the glass-walled conference rooms a strategy meeting is in progress, and in the lobby two partners are hurrying to catch a limo to the airport.

Although fast paced, the action is essentially verbal, not visual. The subjects are intelligent, informed and involved. My assignment for the annual report is to create an impression of these people for their potential clients and to capture their excitement. **Somehow, the verbal events must be translated into visual energy.**

The rules are strict: no tripod, no strobes and no disturbing the traders. It takes sensitivity while riding the edge of the technical envelope. Although the conference rooms allow for more freedom and technical control, they offer less in the way of spontaneity and drama. If I'm lucky, I will get the opportunity to photograph a meeting in one of the limos heading for JFK.





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