



"HE'S NOT A CELEBRITY.
HE MAY NOT EVEN WANT
TO BE PHOTOGRAPHED.
BUT WE NEED HIS
PICTURE. IT'S GOT TO
BE WARM, VITAL, AND
MOST OF ALL,

CONVINCING!"

MED- ICINE

Industry: Medicine

Location: La Rochelle, France

Story: Success of New

Post-Operative Drug Treatment.

It's a cold, gray December morning at the little airport where I meet the subject of today's shoot. He's a retired family physician, cheerful, almost cherubic. It's hard to believe he has just had major surgery. With my rusty French I joke and try to set him at ease. It's clear that he's a very private person and not real keen about being photographed.

We drive into the city to check out his home and prized book collection -- our first location. I set up a shot, but it's not inspiring stuff...too stiff and formal.

We stroll through the historic town, and I shoot at an open-air flower and produce market. The colors are beautiful, but the situation's awkward, and he seems a little embarrassed by the attention. As we walk and chat, I learn more about him, searching for visual ideas.

He enjoys the outdoors, so I do some work in the park and along the beach. I like what I'm getting, but feel that a certain spontaneity is missing. Perhaps another approach. We've been at this a while and could use a break. I suggest having lunch somewhere.

We find a wonderful, quaint, waterfront bistro. He's obviously more comfortable and on his own terms here. The moment feels right, and the picture starts coming together. We order a little wine, some lemon tart, *et Voilà!*

He looks healthy, happy...the perfect image of *joie de vivre*.



Images and Text © Steve Kahn
All Rights Reserved

Visit:
www.stevekahn.com