

"Visual ideas combined with technology combined with personal interpretation equals compelling photography. Each must hold its own. If it doesn't, the thing collapses."

- Arnold Newman

THE ART OF FOOD PHOTOGRAPHY

Dhanraj Emanuel: Where Food Finds Meaning

Arnold Newman's words are a fitting way to start this month's ONVIEW and our profile on food photographer Dhanraj Emanuel.

For Dhanraj doesn't just photograph food, he visually concepts and beautifully executes artistic, food imagery.

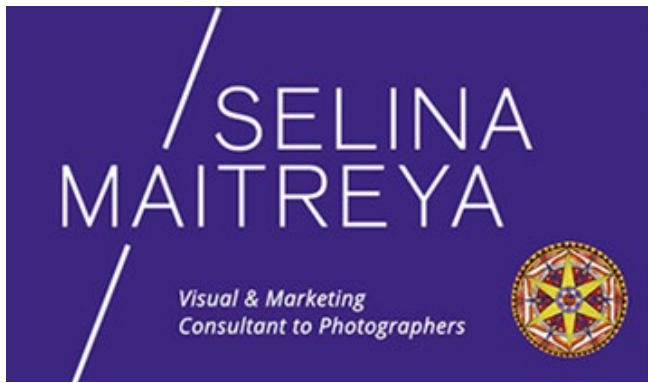
Whether he is crafting a personal shot, or shooting for a restaurant, an advertising or corporate food client, Dhanraj is always executing his creative ideas through personal interpretation, and technology resulting in compelling photography.

While we were working together, Dhanraj reminded me that we actually met many years ago in New York at one of the first professional portfolio reviews. I had been invited by the organizers to review all of the portfolios of the photographers, as a gift to them. Now, here we were, many years later editing and paginating his website as he was ready to move forward and step fully into being the photo source for commercial clients who wanted to focus on the art of food photography.

Unlike other photographers who feel that their vision is not their calling card, Dhanraj knew that his vision for food photography, would set him apart from other food photographers.

As his visual integrity needed to be front and center it was important that each gallery began with the most artistic interpretations of his work.





I used his artistic images to transition into plated shots where there was a color and/or subject reference evident.

This is a beautiful way to show buyers how artistic vision can be used to sell a product.

As Dhanraj seeks to serve several markets where food photography is needed, I made sure to start each gallery with the most visually compelling images. I particularly loved this series he created for a pizza company. It seems so elegant and artistic.

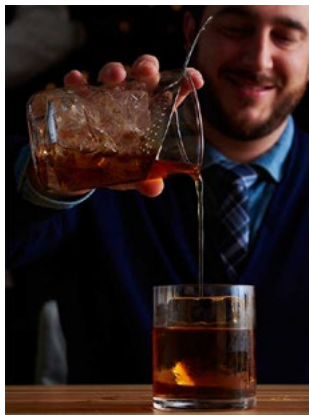




His images below for the Fed Up Cookbook are a perfect example of his creativity in action.



It was a pleasure to work on Dhanraj's galleries - editing and paginating - for even his restaurant work is dramatic and seen through the eyes of an artist.





Take a look at Dhanraj's website as there is much that you can learn as you peruse his imagery: www.dhanrajmanuel.com

Showcasing your consistent vision is important as it builds trust in you with potential clients, and tells them that you are a talent who will continually deliver. Clients always buy up and showcasing your visual ideas and execution, entices even clients who don't need your top end creativity, enabling you to attract cash flow **and** high - end talent advancement clients.

Clearly consistency of vision throughout your website galleries is no easy task and once your creativity is expressed in finished pieces, the editing and pagination begins.

That's where you will need a seasoned guide.

Here's what Dhanraj has to say about the process and our work together:

"Before my edit, I've had two distinct bodies of work, commercial food, and conceptual food. I've been unsuccessful in showcasing the two as one unified body of work. Selina's edit ties them together as one cohesive vision. Just what I wanted, as there are several parallels between the work and this edit articulates them nicely."

"Selina is very experienced, encouraging, and meticulous. I've been following her for years—I just trusted her and went with most of her suggestions. I'm excited to use her step-by-step advice on marketing to see where this goes."

And you? Have you explored, or deepened your vision?
(And don't tell me that you don't have an artistic vision... every photographer has one waiting to be developed and seen!)

Have you developed your visual approach to your chosen topic?
Does your website contain a body of work, images that represent your style throughout?

If "no" is your answer to any of these questions, reach out to me now:
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