



wilde



SWIMWEAR + BEACHWEAR

ART BUYING AND TRUST

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magazine for visual storytelling

trust

art buying and the elusive moment of creation

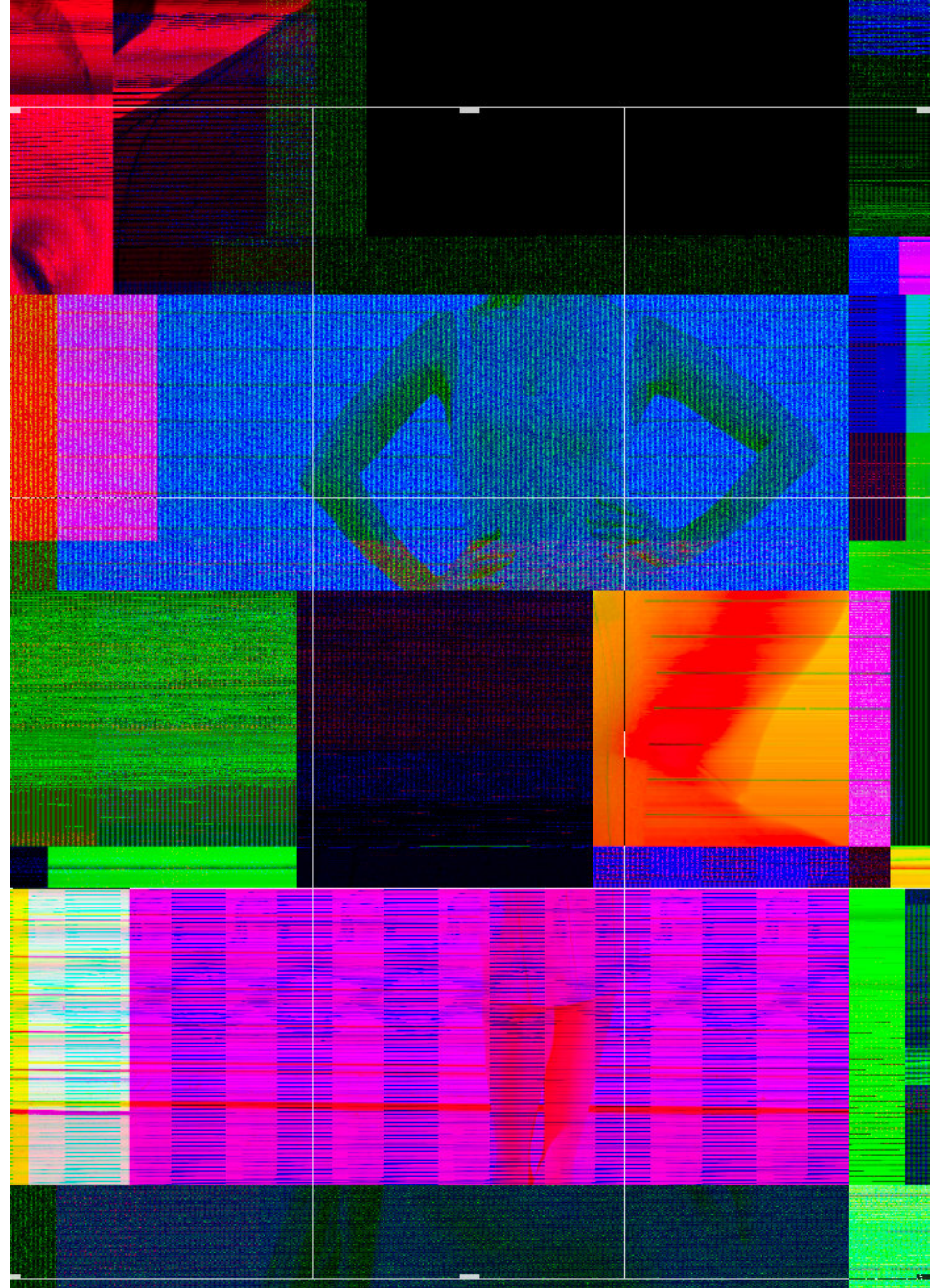
Trust is the most important part in a business relationship. You need to be able to trust that the person you are giving a contract to has the full abilities to meet or exceed your expectations.

You want to feel that trust, that if a problem arises, that professional can solve it and reach the goal no matter what. And maybe even ride on the boost that is provided, when challenge spikes inspiration.

As a photographer I understand that when a client hires me, he or she is buying something that does not yet exist. It is all based on trust - an element so valuable it makes gold and platinum look cheap.

Trust leads to lifelong business relationships and friendships. Trust builds empires and enables the creation of great works. Trust is the fuel that lets you reach the stars.

The biggest fear concerns that elusive moment of creation. With all the expensive crew and talent hired, and the costly



location set up: what if there is no spark to set off the chain reaction of great creation?

I'm not talking about preparation. Listening to the client, getting the idea that he or she wants to see the company be represented by, mood boards, story books, sample video clips, extensive location scouting and talent casting: that's all a given.

A Performance

I mean the very moment the shoot starts. The energy that is in the air, and the "right here, right now" atmosphere. The dancer is on the stage, the actor steps onto the scene, the cameras roll, the orchestra starts playing. There is no doing it again. This is it.

What is this trust based on that the art buyer and the client have in the creative who just starts that performance - which a photography or video shoot actually is. And in photography shoots, other than film shoots or theater productions, there is no rehearsal.

How can an art buyer or a client trust someone they have never worked with? Yes, there is a portfolio, but you almost never find the exact picture you need in a photographer's portfolio. And even if you did - you don't want an artist to copy his own work.

A client wants original work that is



created in the moment, that sparks with actual life just like a great acting performance that seems to happen, unrehearsed and unscripted, in front of your eyes.

From my experience, a "no spark" moment is unlikely. Like a performer, I get into that state of mind in which I will perform the shoot during the prep period. At the shoot, I connect to the key performers and get that energy to them. There is a telepathic moment in creation with others. It's not just what I say, it's me as a whole that transfers the mood with everything I say, and how I act. Acting is part of my work.

About the fears of "blockage": creation isn't done through the brain only. It's not following a set of instructions, and when there is a disturbance, you get messed up... No, not at all.

Performance involves your mind, your memories, all the things you ever did, read, or experienced - your whole personality is active in the moment. It is me as a whole who is out there working with the camera as I have done since I was 15. I am working out of my whole existence. If anything changes, I will react to it, and the shoot goes on. I am in the moment. I am experiencing it.

Sure, a beginner can be so nervous he messes up. In my earlier years I noticed

that. But experience continues to train me to focus and react right to things that happen. If an earthquake swallows the location... all right, let's see how we can create the shoot with a hole in the ground into which the Pacific Ocean flows, and making it look like a water ghost in a "The Lord of Ring" style saga. Anything that happens is a great chance to make things more exciting.

With my experience and character, my own style continues to grow. There's a scientific explanation why the true artist always works and doesn't go blank.

It's called neural pathways. Every time you do something, a pathway is created in the brain, an avenue of action, and when you do it again, it is enforced. Many thousands of times I have taken the camera and been in the moment and photographed what I experienced right now and created an original image, not a cliché that looked like somebody else's work. Each time the neural pathways were enhanced in my brain. I couldn't even break down and become a copycat photographer if I wanted to, because my pathways force me to do it my way.

It's like riding a bicycle. You don't need to think of pedaling or keeping balance, you only need to think of where you are going.

Where does this go with trust? It's a gut



thing. The portfolio is the tip of the iceberg. You delve into the character of the artist to see the other 90%. There you find the character... his future creations. Trust is trust in character. What an artist does naturally because he is built like that.

So the basis of trust is this : "Are you for real?" Does what you do come out of yourself. When you create, do you experience it? Or do you just copy something like a robotic artist copying what's "hot" right now? Are you like the actor who can make you feel that he's experiencing what he's playing, or are you a ham actor roboting off a studied series of movements and words?

Are you for real? That's the basis of trust. When trust is established, the path is open to create truly great work.

Instead of copying a look, matching a set of pictures to create "something like that", true, original, fresh work is being created that resonates with the whole industry.

That's what clients ultimately want: to have images of great emotional impact nobody else in the industry has.

Stage 6:

Moonshot – the shoot. Shoot in the moment, create original work and give client representative opportunity to monitor progress and results of shoot.

Stage 5:

Create time table for shoot. What will be shot at what location at what time.

Stage 4:

Prep shoot with talent, so they know exactly what to perform, instruct makeup, hair, styling

Stage 3:

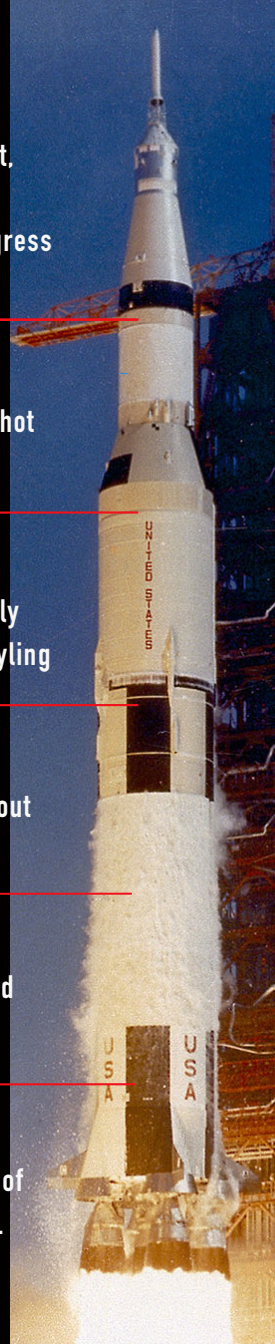
Cast talent that can perform the script. Scout location. Hire crew and producer.

Stage 2

Create script for the shoot: mood board and story book.

Stage 1

Concept and goal: establish look and feel of completed pictures and character of story.



STAGES OF A SHOOT

COMMENTARY

For the real world.

1.

Prepare like NASA: think of all eventualities.

2.

Script the shoot like in a Hollywood movie: mood board and story book.

3.

Only an original artist can shoot in the moment and create original and unique work that causes true emotions and emotional involvement of the audience.

GOLDEN SANDY BEACHES

Inter Stellar Swim

Fashion Story. Models:
Aleksandra Nikolic and
Malgozata Moksecka,
styling Madison Dixon,
makeup/hair Angélique
Cerniglia

Sometimes it seemed that
the ocean would reach out
beyond the horizon and
connect straight to the
infinite space of the
universe. Then she dove
into the waves, swimming
with big strokes towards
the Andromeda galaxy, the
horsehead nebula, or the
illustrious star system of
Fomalhaut.





**On
Best
Friends
Terms
With
The
Lure
Of
The
Horizon**

**I
Am
Radioactive,
Baby,
And
So
Is
My
World.**









**The
Road
Cut
Into
The
Landscape
Like
A
Blazing
Thought.**

It
Seems
As
If
It
were
only
yesterday
that
mom
had a say
where
I go.







**I
Am
Like
Venus,
Born
From
The
Waves**

**Caper the move
from the glassy caves
Move to the groove
of the prancing waves**





**The sea lion
Worked
up a
Walter Matthau
Grumpiness
When
The
Splashing
Of the girls
Chased away
His fish.**



Oceans
Love
Girls
Like
Me





**I
knew
You
Would
Come.**

**May
These
Days
Never
End.**



Robert Wilde

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