



## **MAP Meeting – 3<sup>rd</sup> February 2004**

Welcome to our first minutes for 2004. We had an excellent turn out at our first meeting for the year. We also had a lot of new people come along, which was great and commercial photographer Mark Munro came to speak to us.

### **Items discussed at our first meeting included:**

#### **Survey:**

We are going to have a survey form at a future meeting to find out people's particular areas of interest. Knowing the topics people are interested hearing about will then help us in organising guest speakers. On that note, if anyone knows of any people in the photography industry or a related industry that would make an interesting speaker, please let the MAP Committee know.

#### **MAP Committee:**

At the end of last year people nominated themselves to be part of the MAP Committee for 2004. The role of the Committee is to help organise each meeting and to do a small amount of behind the scenes stuff in between. Ideally each committee member only needs to be responsible for one job each meeting – such as taking money at the door, buying the food or writing notes during the talk etc. However at the moment we only have five members but there are 6 jobs, so we are seeking another person to help us out. So if you are interested please let us know.

**The MAP Committee Members are:**

- Michela Cardomone
- Judy Lang
- David Marks
- Craig Freeman
- Sally Hodgson

#### **Distribution of MAP signs:**

Last year it was decided to put permanent signs at various colleges and labs advertising our meetings. Prior to this signs were distributed each month announcing what was happening at the upcoming meeting.



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However this was rather time consuming, so instead permanent laminated signs were made up. Volunteers have since placed the first 6 of these signs at the following places:

- Lab X
- CPL
- The Edge
- E6 Plus
- Bond Imaging
- Vanbars, Carlton

There will be more signs made up shortly and we are looking for volunteers to put them up at the following places. Please let me know if you can help:

- Borge Andersen, South Melb
- PIC College, Hawthorn
- Vanbars, South Yarra
- RMIT, City

### **Websites to Check Out**

As most of you know we have a page on the ACMP website, so check it out if you get the chance. You can find all our meeting minutes archived there, so if you missed something you can always look it up. Currently the page is a few months behind, but will be updated very shortly with these minutes and those for March.

Another site to check out is [photoimaging.com.au](http://photoimaging.com.au) which is the official site for PICA (Photo Imaging Council of Australia). They have a really good weekly email newsletter with news, product info, jobs wanted and jobs available and classifieds.

So log into the PICA website to subscribe to 'Grapevine'. It is issued on Tuesdays and is a good source of all things photographic. It's also free to place an ad for jobs or to sell stuff, although ads run for only one issue.

### **PICA Australian Festival of Photography**

As most people will be aware, we are putting our 'Footy' Images in the Festival of Photography Exhibition which is part of the PICA Trade Show being held at Darling Harbour in Sydney this May. A meeting was held on 16<sup>th</sup> Feb at The Glenferrie Hotel to discuss the logistics of getting prints ready to be sent up there in time.



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At that meeting it decided that all prints being put in this show will be A1 mounted on foam core with no border (ie. full bleed). The photographer's name will be shown below each image and there will be a brief write up on MAP on display too.

It is estimated that the cost will be \$35 for printing & \$16 for mounting per image, with shipping to Sydney yet to be factored in. So budget for \$50-\$60 per image.

We have been advised that we will have approx three panels on which to display our work and that this will be near the AIPP and ACMP displays. We are submitting approx 10 prints. This will be great exposure for each photographer involved and also for MAP as a whole!

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## **MARK MUNRO - COMMERCIAL PHOTOGRAPHER:**

**Mark Munro a commercial photographer came to speak to us at our February Meeting. These are notes taken by Judy during his talk.....**

Mark first began his career by freelancing 11 years ago (began in 1993). His passion was photojournalism and sports photography. He first started with sports photography & covered the AFL, cricket & basketball. He worked long hours but ultimately wasn't happy.

He then considered photojournalism and gained his start in this field by working freelance for an agency. He then ventured into editorial work and shot cars, people and architecture. His career went into various directions and in the last 6 to 7 years he's been concentrating more on commercial work (mainly architecture & interiors).

Mark is also have a solo exhibition at the Chapel on Chapel Gallery in Prahran in April. This is Mark's first solo exhibition as in the past he has found that very few galleries were supportive of photojournalistic photography. To begin with Mark was worried about having a solo show as he wasn't confident about his work. However, he then came across a run down empty building that was to be demolished. He settled on this as the perfect subject for his upcoming show.

He captured all of the images on 5"x 4" film and it was all done in one day. The film used was RTP64 Tungsten. Once the film was processed, it was scanned and adjustments were made to increase the images to the sizes he wanted. The images will be mounted onto aluminium. The exhibition will consist of 10-12 images.

Currently the exhibition is self funded, however he has approached his corporate and design clients for some sponsorship (extra money). They know he's talented and so they're happy to chip in. He's also hoping to get subsidies from the labs for the printing.



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Mark also recently participated in the Homeless Gallery. Having his work included in that exhibition gave him the confidence to have his own solo show. He recommends getting involved in the Homeless Gallery. You can check out their website and sign up for regular emails – [www.vic.aipp.com.au/homelessgallery](http://www.vic.aipp.com.au/homelessgallery)

Regarding photography exhibitions, the galleries around Melbourne have established photographers using them on a regular basis. Most galleries are expensive to use. There are cafes that are happy to show photographic work, but he recommends using a gallery considering all the effort and costs associated with having your images printed & framed.

Many galleries in popular areas (eg. St.Kilda/ Prahran) are closing down, however there's more opportunities to sell photography as art in Sydney. Whereas in Melbourne photography isn't as readily accepted as a legitimate form of art. Mark also recognises that Melbourne is a hard market to specialise in. He know of several people who undertake work for clients in Sydney and overseas to compliment their work in Melbourne.

Mark's style of photography has changed over time. He's taken inspiration from European photographers and this has influenced his style. Mark's main clients are small architectural firms that have recently started up. They need photography done for editorial work, competitions etc. He still shoots for annual reports, but not as often as he has done in the past 3 years that he's covered that sort of work.

Mark undertakes all of his corporate work on a digital camera and all of his architectural work on film. He owns a Canon D60 and finds that it's easier to see the results as he takes the shots. He's found that clients don't care about the technique that he uses (ie. digital or not). They only care about the results.

Mark loves using Fuji Velvia film for saturated colour & shoots on f22 for architecture (large format). He uses a mixture of B&W film, transparencies (cross processing occasionally) as well as negative film. He also uses a polaroid camera. He also hires studios on a regular basis and includes this expense in his invoice to the client. One of the studios that he uses is "Ripe" in South Yarra.

He gains new business by networking, speaking to his contacts and alot from "word of mouth". He advocates having good people skills and looking after your clients as a way of obtaining repeat business. Mark also has a couple of different folios - one for commercial clients and one for advertising clients. In addition to showing his folio, Mark also leaves them hard copies of his images in a small album so they can refer easily to his work.

Mark's Exhibition will run from 21<sup>st</sup> April – 9<sup>th</sup> May 2004. Further details will be provided closer to the time, so we all have the opportunity to see it.

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## **Exhibitions**

### **Strangers & Sojourners II: Through the Lens**

**Recent photography by Michael Barnett, Sonia Payes & Michelle Weatherley**

20<sup>th</sup> Jan – 15<sup>th</sup> Feb 2004

Jewish Museum of Australia, Gandel Centre of Judaica

26 Alma Road, St Kilda VIC 3182

Tues to Thurs 10am – 4pm

Sunday 11am – 5pm

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### **Photography Studies College**

#### **SUMMER SHOW 2004**

19<sup>th</sup> Dec – 20<sup>th</sup> Feb 2004

65 City Road, Southbank

Mon – Fri 9am – 5pm

Mon & Wed Evenings till 8pm

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