

# David Benoliel

2013 PHOTOGRAPHY WORKSHOP



**APRIL 8-13 • MIAMI**



# David Benoliel

I'm David, 36. Fashion and beauty photographer. I'm originally from Paris, and settled in Miami a few years ago. After attending photography and video workshops all around the world (and at the request of many of you), I decided to develop my first workshop.

If you like my style, lighting and techniques, I intend to show you everything you need to know to do it yourself. I am excited to tell you that we will have the opportunity to not only use top notch equipment, but we will have on-set representatives from each major brand that I use in my own personal studio. They will answer any questions that you may have regarding the equipment we will be using.

We will be working with my own personal team: represented models, professional hair and makeup artists, stylists and assistants. It will be a very intense week; my goal is to give you as much information as needed for you to be able to reproduce everything you have learned on your own – and with confidence.

This workshop is more fashion and beauty oriented, but I will also approach other categories as well.

You will install, mount and setup almost everything yourself, under my supervision (even if we will have assistants full time on set with us). This will allow you to master the techniques and setups for you to use in your own studio.

By sharing your experience, and with the advanced curriculum, we will learn from one another and it will raise the level of knowledge-base for the entire group!

# ITINERARY

## DAY ONE

David's Studio

9:00am-5:00pm

Breakfast served

40 minute lunch (on your own)

- Who are you? What is your story? Ice breaker!

*I will need 10 photos from each participant that will be displayed on a projector while you introduce yourself and talk a little bit about your story, what you expect from this workshop and what is the goal you are trying to achieve. We will do portfolio reviews/critics/comments.*

- Q&A, about my work – explanation and details about the agenda of the week.
- Review the basics before the hard work begins – I need to make sure we are all on the same page before going in-depth! (exposure, F-stop, ratio, ...)
- Calibrate your light meter with your camera
- Equipment: lens, camera, lighting and accessories from our sponsors
- What do you use, and how?
- Planning your shoot in advance: production, models, lighting, hair and makeup, props, location ...
- Your wish list of things or ideas that you want to cover during the week

## DAY TWO

Beauty / Portrait Lighting

8:00am-5:00pm

Breakfast served

40 minute lunch (on your own)

### 2 MODELS

Live test/examples on specific effects of light diffusers and reflectors. We are going to try and explain the light quality from each modifier on our model, as well as how to shape light.

- We will cover at least 4 different beauty lighting setups





## DAY THREE

David's Studio

8:00am-5:00pm

Breakfast served

40 minute lunch (on your own)

We will delve into different lighting setups for:

- Catalog/commercial
- How to simulate daylight in the studio
- Lighting for the body

## DAY FOUR

Miami Beach

6:00am-4:00pm

Breakfast served

60 minute lunch (on your own)

### 2 MODELS

- While hair and makeup are being completed, we are going to prepare what we'll take with us and why.
- We will shoot on the beach – starting no later than 8:30 A.M. – and will stay until the sun is really high around 1:00 P.M.
- We will use both natural light and artificial lights

## DAY FIVE

David's Studio

9:00am-5:00pm

Breakfast served

40 minute lunch (on your own)

### 2 MODELS

- Lighting on Men
- Editorial or a special request from the group

*At the end of the day, we will upload a few images that we shot together so that we can start the next day with all the images ready for post production.*

## DAY SIX

Editing in David's Studio

9:00am-5:00pm

Breakfast served

40 minute lunch (on your own)

- I will have a projector showing my screen and workflow.
- If you have a laptop, please feel free to bring it with you. We will also have few stations with calibrated Eizo screens.
- How I do my selection on Lightroom and rate my photos first
- Workflow in Lightroom
- Workflow in Photoshop for beauty retouching, beach shots and studio shots that we took during the week.





**April 8-13 2013**  
**Six full days**  
**Workshop Fee: \$5,800**

## **Payment**

A basic knowledge of studio lighting is required to join this class. Program is subject to changes.

To register for the workshop, contact Profocus Studio at 305.640.8758 or profocus@me.com. Profocus will accept a 20% workshop deposit using PayPal. We will have a waiting list for later applicants.

If the balance is not paid prior to March 15, 2013, you will automatically lose your place in the workshop, and your spot will be open to someone on the waiting list. If a replacement is found, we will then refund your deposit. The deposit is otherwise non-refundable.

In case the workshop has to be cancelled for any reason, the extent of David Benoliel's liability is limited to the return of all tuition fees/deposits paid. We will not be responsible for reimbursement of travel expenses of any kind. Attendees are encouraged to book hotel accommodations near David's studio. There are no specific room blocks available for this workshop.

## **Contact**

PROFOCUS Studio • 329 NE 59 Terrace • Miami, Florida 33137 • 305.640.8758

**[www.davidbenolielphotography.com](http://www.davidbenolielphotography.com)**



# Our Sponsors

## Capture integration

Capture Integration is the source for high-end digital photographic consultation, sales, training, support and rental in Atlanta, Miami, and Boston. Capture Integration offers the industry's most exclusive brands including Phase One, Hasselblad, Mamiya Leaf, Cambo, Profoto, Broncolor, Leica, Canon, Sony, Eizo and Arca Swiss.

## Hasselblad

Founded in 1941 in Gothenburg, Sweden, Hasselblad has been the leading manufacturer and partner for photographers working in the medium format environment for over half a century, consistently providing the highest level of quality and innovation. The extraordinary quality of the company's products became famous in 1962 when Hasselblad cameras were selected for NASA space missions, which resulted only a few years later in the first world-renowned images taken on the moon. Positive associations with Hasselblad's past serve as the foundation for the company's modern and energized brand.

In 2002, the Hasselblad H Camera System was introduced. With its professional lens family and unique advancements, including True Focus and instant lens correction within the Phocus software, it is the most comprehensive digital camera system of its kind available today.

## Broncolor

Founded in 1958, Broncolor is the leading brand globally for professional lighting systems. The company is comprised of three product brands: broncolor, Viatec and Kobold, covering 3 business areas: professional photography, broadcast and event. Broncolor products are known for their longevity, value and reliability and have been used by the world's most professionally managed studios as the standard for perfect lighting.

## California Sunbounce

SUNBOUNCE is a product line of reflectors and light diffusers. The products are built on extremely high quality collapsible frames and are designed for portability. Its modular system allows you to combine a frame with every type of screen allowing one frame to serve alternatively as a reflector, diffuser, light hood (flag) and/or mobile shade. The system gives you the right tools for any conceivable exposure condition.

## Eizo

During our last day when we will review the photos we took, we will have some stations with their new displays. These displays are really affordable, and are a MUST for serious photographers. I say a must have because, again in my opinion, it is such a waste of time to have beautiful images you can't properly edit or print...

## Manfrotto

Manfrotto will provide us with tripods, stands, boom, head and video equipment.

**I use the above brands in my own personal studio. The equipment will be able to be used freely by you during the entirety of the workshop. All participants will be able to purchase equipment at a discounted rate at the end of the workshop.**



H A S S E L B L A D



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proven professional

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