

KEVIN CASHA

Kevin is another Maltese photographer who just can't seem to stay on the Island. "Working in different places and location inspires me," Kevin tells me when I ask what he most enjoys about travelling to shoot photos. "I hate routine so doing workshops in other countries keeps my work varied but it's also challenging and fun." He also points out that meeting and working with other photographers keeps him on his toes and teaches him new ways of doing things. I asked Kevin what advice he has for photographers who aspire to work abroad; "Being organised is key so I always keep updated lists of what I need to take abroad with me. These lists keep expanding and are in a constant state of flex depending on which countries I am visiting and what I'll be teaching."



Alongside his own personal photography and teaching, Kevin is the President of The Malta Institute of Professional Photography and it's been an exciting year for the organisation. "We've just obtained approval from the Malta Qualifications Council to run a 100- hour course in photography. They are the top educational body here and it will be recognised across Europe up to Level 3." Kevin will be running the first iteration of the course in June 2015 and it will be sure to inspire a new generation of photographers.

This year at the Convention, Kevin will be delivering an inspirational Masterclass focusing on fashion photography. I asked Kevin what he will be covering during his 90 minutes in the spotlight: "I'm going to discuss the whole process. We'll start with concepts and planning and we'll go all the way through to equipment and models. I'll also be giving some insight into how some of the most iconic fashion photographers have managed to impress and gain a foothold in what's probably one of the most competitive genres of photography." Kevin's Masterclass should be an absolute must-see for anybody who is either starting out or wants to improve their fashion photography.

But it's never just as simple as taking in a few classes. I asked Kevin what it really takes to be a professional fashion photographer: "Work, work and work! Concentrating on your photography and your ideas is always more important than buying the latest equipment." It's common for photographers to admit that they spend too much money on expensive camera equipment, so Kevin urges us to think twice. "All the equipment in the world will not make you a better fashion photographer – you have to use your brain and generate ideas that will make your work stand out."

www.kevincasha.com



Fashion Photography – Saturday 17 January





KEVIN CASHA PHOTOGRAPHY

SERGIO MUSCAT

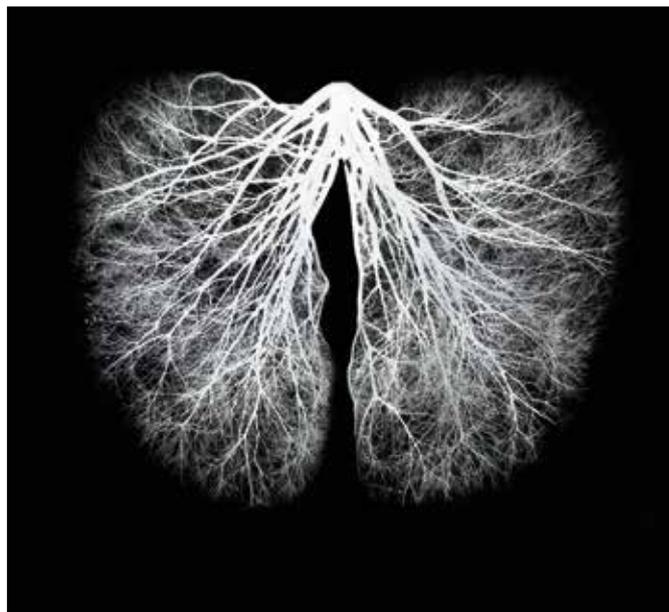
This year has seen Sergio focussing on his Masters in Digital Art and publishing academic papers on photography. "Writing academically is not easy since you need to be very careful and reference every statement you make." It may have been a difficult process, but Sergio feels that it has been worth the long hours: "Studying opens up your mind to endless new possibilities and in my case it showed me how little I knew! It has expanded my horizons into the world of both contemporary art and the history of art. Although it might not impact my photography directly I know that my future photography will be affected by what I have learnt over the past couple of years."



Image – Alexandra Pace

However, Sergio has not abandoned taking photographs completely!

"I remain fascinated by nature and humans and this is what I've mostly been working on recently. I find abstract work particularly satisfying since it liberates my mind from the rigours of life and academic studying so this is what I have been focussing on." Sergio's abstract work includes everything from architecture to nature, creating beautiful and haunting photographs that sometimes don't even appear to have been made by a camera.



At The Societies' Convention 2015 Sergio will be teaching two Masterclasses that focus on what happens after you shoot your images. The first will be looking at curves and layers in Photoshop – two basic yet powerful tools available for post-production. "Ninety per cent of my Photoshop editing is done using these core tools. In order to use them well though it's important to understand their inner workings. Learning about the histogram will mean that you can 'read' the image much more easily, break it down and then modify it." Sergio believes that being able to read the image is a crucial ability when it comes to post-processing in Photoshop and that once you understand how to use the basic tools available, anything is possible. "In today's digital world, photographs are made to be edited – no image should leave your computer without some form of post-processing."



Sergio will also be delivering a Masterclass on processing and printing your work for exhibition. With several solo and collective exhibitions behind him Sergio understands what visitors to exhibitions and gallery owners are looking for in a high quality print. "There is a huge difference between presenting commercial work and showing photography as art. I often see images, sometimes even during judging sessions, that lack a certain kind of refinement. Seemingly minor things such as dust specs, unrefined editing or incorrect calibration can mean the difference between a top-performing image and a mediocre one." Since so much of our reputation as artists is built around the quality of our work, we simply cannot afford to put images out into the marketplace that are not of the highest standard. Sergio's Masterclass will cover all the considerations that you will need to make for printing if you choose to have a go at producing your own exhibition prints.



www.sergiomuscat.com

Going All the Way! Processing and Printing for Exhibition – Saturday 17 January
Doing Everything with Curves, Masks, Layers and Selection – Sunday 18 January