

July 7, 2011

To: Calendar of Events/Architects/Designers/Builders, etc.

Event title: "Architecture & Interior Photography: Key Factors for Success - Varying Perspectives"

Date: Wednesday, July 20, 2011

Time: 5:30 PM to 9 PM

Where: Allsteel Showroom, (Brand new Gensler designed) at 79 Madison Avenue (at 28th St.), 14th Floor, NYC 10016

Program: This will be a review and critique of current issues, best practices and lessons learned in the practice of architectural and interiors photography. It will include presentations by each of the panel members including case studies with actual photographs from assignments from their experience with clients and photographers. This is not a seminar on cameras or other photographic equipment, but rather substantive discussions dealing with experiences of veteran professionals who create or commission architectural images where they will be used in conjunction with various marketing initiatives, i.e. design award competitions, presentations, websites, editorial, internal marketing materials, and paid advertising. Problems and key issues related to color, perspectives, stylization, lighting, collaboration, etc. will be included. **Who should attend:** architects, designers, builders, real estate developers, and photographers who wish to better understand the process of doing such assignments as they collaborate with clients in order to achieve the best possible results.

Presenters: Guy Geier, FAIA, FIIDA, LEED, Managing Partner, FXFOWLE Architects LLP

Thomas H. Kieren, AIA Professional NY, Architectural Photographer

Norman McGrath, Architectural Photographer

Clifford Pearson, Deputy Editor, Architectural Record magazine

Registration: In order to register, please email your name, affiliation and email address to: manconsgroup@earthlink.net We need a list of attendees for security purposes, by July 17th.

Fee: \$10 payable at the door.