

Artist Statement

The basic premise of this body of work is a series of short videos to create refined studio product shots “in motion”. The very deliberate decisions in shooting angles, lighting, lens selection, motion, and transitions in each of the cuts were employed in the pursuit of making them visually dynamic and engaging for the viewer. A lot of experimentation went into these pieces as well as exploration into the possibilities of digital manipulation. My goal is to present the chosen subjects in ways that are both familiar and, at the same time, novel, to give the viewer a perspective that stimulates curiosity and/or wonder to some degree.

The subjects were chosen for the most part, for their dynamic qualities and for the challenges they presented in documenting them. Unique perspectives were achieved using various macro lenses, allowing the subjects to appear larger than life in many of the pieces. Lighting angles and qualities were specifically chosen to show the subjects nuanced form & shape to give the objects both familiar and unfamiliar representations. The tools used in the creation of these pieces included light modifiers (various soft boxes, fresnels and gels) in conjunction with high-intensity LED light sources. The images were captured using a Canon EOS R camera. Composition and final editing were done in Adobe Premiere Pro.



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