



FOODPHOTO FESTIVAL

—
VEJLE DK

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FESTIVAL
18 - 21 MAY 2017

EXHIBITIONS
18 MAY - 16 JUNE 2017

March 6, 2017

Announcing the **FOODPHOTO FESTIVAL 2017**, Vejle, Denmark from 18th to 21st of May. Complete program of conferences, workshops, portfolio reviews and PechaKuchas released!

FOODPHOTO FESTIVAL is a bi-annual event that brings together food photography professionals from all over the world. It is a unique opportunity to present work, share experiences, discuss the latest trends, meet potential partners for new projects and participate in motivating conferences and workshops. In addition, there is the much-awaited “**FOODPHOTO on Stage**”: an evening screening and presentation of the **FOODPHOTO 2017 Awards** which takes place on Saturday night, the 20th of May.

FOODPHOTO FESTIVAL Vejle

The conference will be welcomed for the second time by the city of Vejle, Denmark. “Vejle has proven to be an excellent host city for this festival. Denmark has always been a reference point in design and for the last decade one of the leading nations in the world in haute cuisine. The most inspiring place to be a food photographer or food stylist these days is definitely Denmark”, explains Festival Director Günter Beer.

The heart of the festival will be the exhibition, free of charge and open to the general public, from the 18th of May until the 16th of June in the famous Spinderihallerne and other locations throughout Vejle. This inspiring exhibition presents an overview of the most current trends in food photography. “We exhibit 20 international recognized photographers, each around 20 images and in a projection loop another 50 photographers will be presented with each 5 images.” More than 19.000 visitors have visited the exhibition over the last 3 editions.

The festival runs for three days (18 - 21st of May) for professionals, and will culminate in the “**FOODPHOTO on Stage**” in the Torvehallerne Theater. The last conference, in 2015, brought together professionals from 26 countries, including USA, Russia, Chile, South Africa, Cuba, India, Israel, Guatemala and the entire European community.

Why a FOODPHOTO FESTIVAL?

“If you can shoot food, you can shoot anything.” (shutterbug.com). Professionals consider food photography one of the most difficult specialties to master. The field generates more publications, greater sales and a larger audience than any other photographic discipline. And yet, quite often the names of the photographers remain mostly unknown. Not anymore!

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Who will participate in the FOODPHOTO FESTIVAL?

“We are providing a rare opportunity for people to meet other professionals in their field, exchange experiences, discuss trends, discover new products and find partners for the realization of new projects”, explains Günter Beer. Professional photographers and food stylists will attend, as well as agents, editors, publishers, advertising agencies, art directors and professionals from the vast gastronomic sector.

Workshops and Conferences

From the 18th until the 21st of May the days will be filled with workshops, conferences, PechaKuchas, portfolio reviews and panel discussions. Workshops on “Using Daylight in Food Photography”, “Sunlight with Studio Flash” and “Food Reportage in a Craft Beer Brewery (hosted by Bøgedal Brewery)” will take place and as well as several “Food Styling” workshops. Fuji Ambassador Per-Anders Jørgensen of Fool Magazine will be discussing his unique approach to Food Photography. Peter Steiner, award winning Art Director of Der Feinschmecker Magazine, will provide insights into portfolio do’s and don’ts.

About the organizers

Food photographer Günter Beer and event producer Manon Straver have several decades of experience in their respective fields. Together with a talented team of professionals, the vital support of the City of Vejle, the speakers and workshop conductors from all over the world, this festival is on the map!

For more information:

Visit www.foodphotofestival.com or write us on

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