

PHOTO  
BRIEF

*Photography Brief*

United Airlines | Stories

*For*

72andSunny

*Stories.* A rare opportunity to shed light on one of the world's most venerable yet innovative brands, United Airlines. A chance to weave a thread of humanity, excitement, positivity, and grace through a patchwork of imagery that cuts right to the soul of not only the customers who fly United, but to anyone with a heart who appreciates the simple beauty of adventures big and small.

The most important asset I bring to this project is not just beautifully composed and richly lit imagery, it's the ability to elicit and illuminate the most subtle and authentic human moments from the people we choose to include in the campaign. For a series of images like these to have an impact and to shine above the overload of images that exist in our lives, it is crucial that the feeling, expression, and inner glow of our subjects be brought to life.

My approach is two-fold: one is to imbue the entire collection of imagery with exquisite color, composition, and detail that separates it from anything you would commonly see. It will never be mistaken as lifestyle or stock imagery. Instead, it will be a bespoke, original, and elevated series of photographs that all relate and refer to each other.

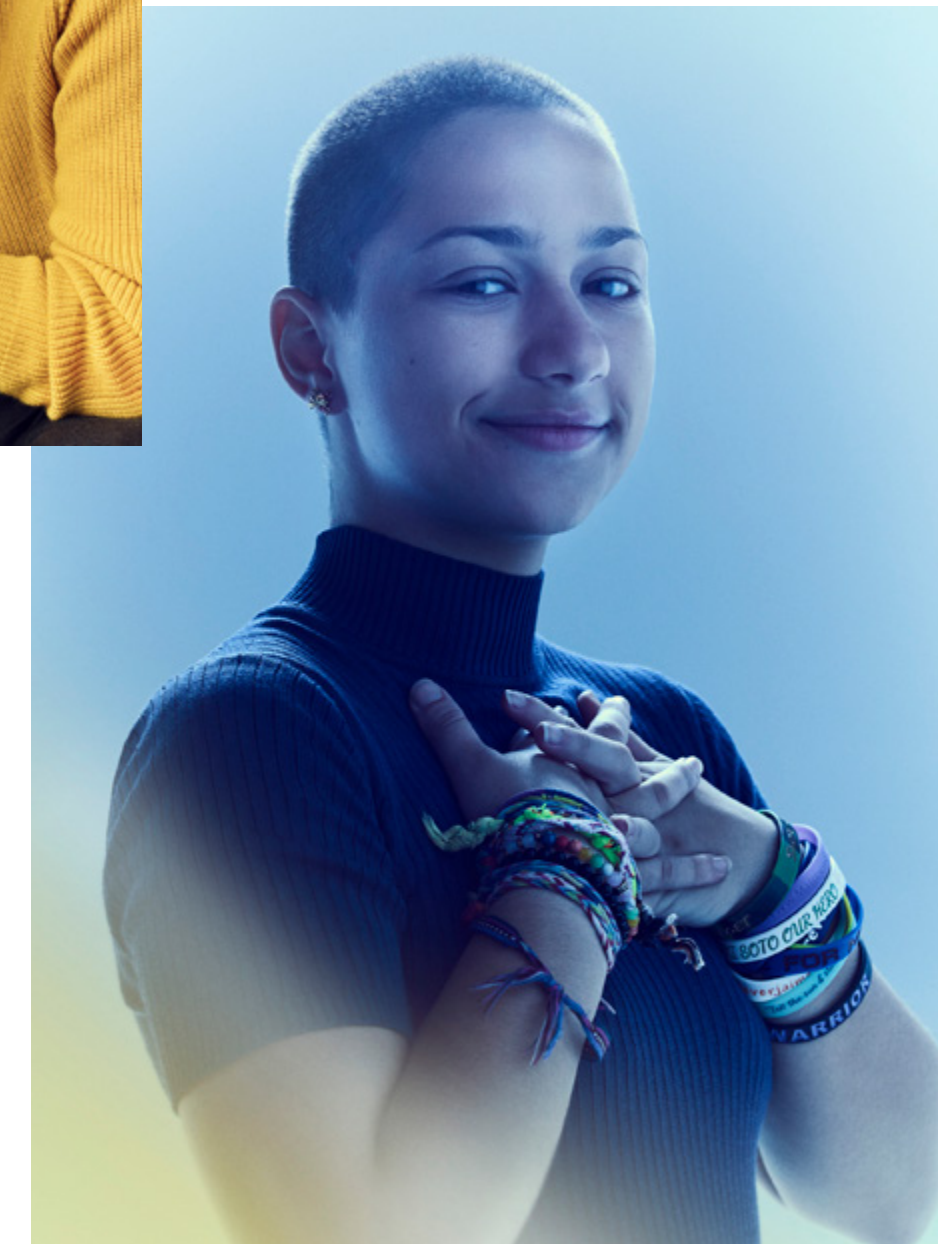


The other, more difficult aspect and one that comes completely naturally to me, is to create a space within which our talent can let their guard down, stop performing, and simply be authentic. They won't have to respond to my direction, they will barely know they're being directed.

I create natural reactions through a totally empathic human interaction, and then simply capture what already exists. It's how I can make even the most self-conscious person give us a moment that we could have never asked for. My job is to get us to the pure emotion, and to not miss it when it happens.

Creating photography this way is equally effective when capturing portraits as well as pictorial imagery, the details that tell the story of United. From the hands of an employee to the light that reflects off the wing of a plane. It is all there to support one singular, beautiful, and unmistakably human vision of a company like no other.

My approach will guarantee a collection of assets that blend into one dream-like visual journey.





*Thank you*

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