

ADAM ALEX & LOUIS PANG

KL FUSION WORKSHOP

August 22-24, 2011 ■ Kuala Lumpur ■ 22 participants only

www.louispong.com/workshops

FUSION

[fyoō zh ən]

noun

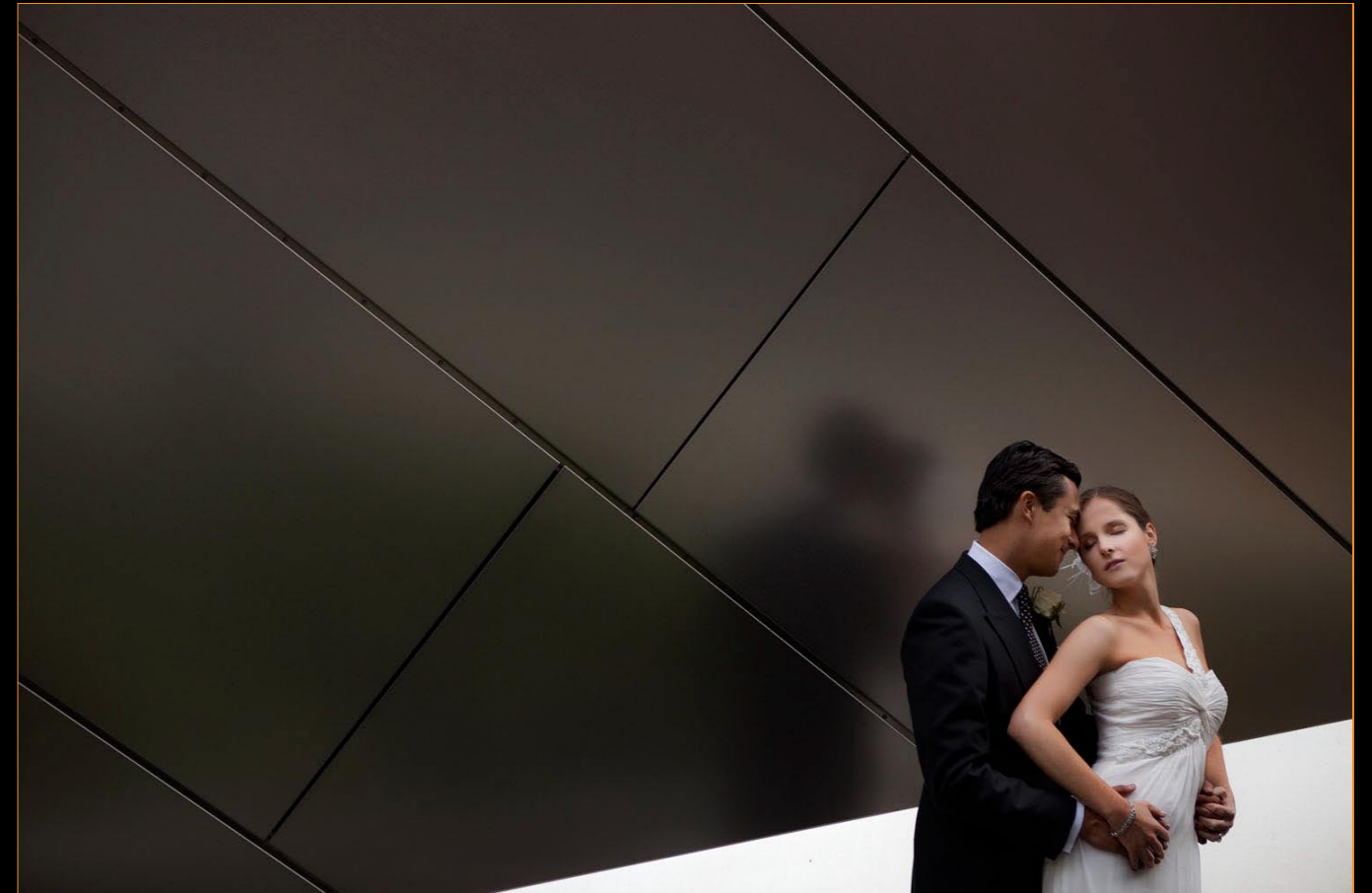
the process or result of joining two or more things together to form a single entity

Brace yourself for three days of high impact teaching from two highly acclaimed wedding photographers, UK's rising star Adam Alex, and Asia's premier wedding photographer, Louis Pang. Adam brings his stylized and high fashion angle and fuses with Louis lifestyle approach and guerrilla lighting techniques. Two award-winning photographers on top of their game, bring you two markedly different approaches; for three days, East meets West, glamor meets candid, finesse meets fun, available light meets artificial light only at the KL Fusion Workshop.

It'll be three days demonstration, location shoots, critiques and lectures. Everything is on the table: marketing for the high end clientele, lighting, posing, business, fine art post processing, workflow, pricing. This is **TOTAL** immersion and a **COMPLETE** education for someone wanting to learn the A to Z of wedding photography.



The Fusion Workshop participants may suffer from overdose of inspiration that result in lack of sleep, shortness of breath and uncontrollable excitement for photography. Unsuitable for the faint hearted.



WHO

ADAM ALEX



Multi award-winning photographer Adam Alex owns XSiGHT UK, a highly sought after multinational wedding studio. In 2010, Adam achieved the rare feat of winning first place in WPPI (USA) and MPA (UK) and two dozens of accolades and merits of excellence. His swift rise to success has placed him as one of UK's leading wedding photographers. With a reputation for intimate, passionate and fine art style of work, Adam's photography services and workshops are high in demand. He sell out workshops and seminars globally with a fan base that are eager to learn from him and be inspired by his success and attitude.

As an education ambassador for Graphistudio UK, Adam conducts seminars and workshops throughout Europe. He is known as a dedicated teacher. His classes are filled with as much inspiration as they are jokes and laughters. His warmth and commitment to excellence strike a chord with photographers instantly.



WHO

LOUIS PANG

Louis Pang brings 10 years of combined shooting experience in the press, wedding and portraiture into the classroom. He is the first Asia-based photographer invited to speak and judge at Wedding & Portrait Photographers International (WPPI) convention, the world's largest photography conference held annually in Las Vegas, USA. He has been a featured speaker for Asukabook, Epson, Lastolite, Nikon and Think Tank Photo.

The nine-time WPPI award winner has taught in sold out seminars and workshops in the USA, Australia, UK, Hong Kong, Philippines, Singapore, Brunei, Indonesia & Malaysia. Whether it is before an audience of several hundreds or small intimate workshop of twenty, Louis has been known as an inspiring communicator and passionate teacher.



HOW

DAY 1

We'll start the day getting to know everyone. Then we'll go through 3 of your favorite images taken in the last 6-12 months. This is a fantastic opportunity to have your work critiqued positively in an open environment. Please bring your images in JPEG on a portable drive.

Adam & Louis will each take half the class for an indoor/outdoor shoot. They'll demonstrate the use of light in both environments and basic posing/directing techniques. Learn how to shape light and craft shadows. See how they bring the best out of different faces, body shapes and genders. The two groups will swap instructors after lunch.

Then the class will break into small groups of 3-4. Each group will be assigned a model and a collection of light shaping tools. This is where theories are forged into photographs. You'll find yourself working with natural elements, limited time and pressure--much like shooting a real wedding day. Don't worry! Adam and Louis are close by to guide and help.



DAY 2

Adam and Louis will critique photographs created by the class yesterday. Participants of previous Fusion Workshop loved the daily critique sessions and remarked how valuable it was to learn to see from the perspective of trained eyes.

Adam and Louis will each take half the class for another round of live demonstration and shooting. They'll go deeper into posing, seeing light, managing the environment. Again the class will swap instructors to ensure everyone learns the same valuable lessons from Adam and Louis.

Adam will cover the finer points of posing while Louis will dive into Guerrilla Lighting. You'll learn how to overcome the most adverse lighting conditions. See how small tools like gels, clamps, softboxes & reflectors can yield huge results. You'll never be held hostage by bad light.

The afternoon is all about you. This will be your opportunity to take charge and demonstrate what you have learned and overcome. Each student will have the opportunity to shoot with models at various locations. Adam and Louis will affirm your strengths and suggest areas for improvement. We'll wrap up the day with photo critique of the afternoon's shoot.



HOW

DAY 3

The final day is all about Photoshop & business. Adam will demonstrate his award-winning post processing techniques and fine art retouching. He will cover workflow, layers, blending modes, masking, toning and more. Adam will also share his pricing and selling techniques which see him averaging £9000 per booking. Learn the importance of positive business practices, a healthy attitude, bright branding, sales and marketing. Love and profits are intertwined; both are ever important.

Louis will wrap up the workshop with “7 Winning Strategies” on how to win over people with genuine relationships & great service. You’ll see how Louis connects with his clients: from the first email, phone call, consultation, wedding day coverage, delivering the album to celebrating the clients’ first anniversary. We’ll discuss successful selling without manipulation or pressure. Stay true to your art, business and yourself. No question is too sacred. Everything is on the table for discussion.

We will have a great group photo, a happy farewell dinner, lots of hugs and kisses before we say goodbye!

note: workshop content may be altered without prior notice



READY?

Your investment: **RM3900** (super early bird **before July 4 RM3300**)

SIGN UP TODAY www.louispong.com/workshops

Most Fusion Workshop participants remarked it was the best investment they made for their craft and business. The London Fusion Workshop was sold out quickly and the organizers had to turn away people. Get your place immediately to avoid disappointment.

Terms & Conditions:

- Fees inclusive of tea breaks & lunches
- Full payment required at time of booking
- All payments made are non-refundable. You can get someone else to replace you but you must communicate with the organizer in writing.
- Workshop content may be altered without prior notice
- In the case of seminar cancellation a full refund of all monies paid will be applicable.
- All images photographed during the workshop, may not be used for any self-promotion, publications, or competition entries.
- Images you create are for your educational purposes only.