

trained eye

If you associate Yervant with slick aftereffects, baroque locations and pure satin brides you are missing the keen, quirky observation which also makes him one of the world's top reportage stylists. Find out the reason Y in October.

In October, Graphistudio present an entirely free Yervant seminar on the Sunday of the Master Photography Awards dinner. You can register now for your seats at the Hilton Metropole Hotel, NEC, Birmingham – and don't forget to book for the dinner as well!

We all know Yervant – but how well? He has a great sense of humour and a keen eye, it's by no means all about the fantastic set-piece bridal portraits he has scooped so many awards with. Here are some of his latest shots in a different vein.

Yervant was born in Ethiopia, he is the son of royal photographer Hagop Zanazanian. He followed his father's footsteps in photography, mastered dark room techniques at the age of 9, winning his first award of excellence with a landscape image at 11 and receiving an unprecedented personal invitation by the Emperor Haile Selassie to receive a further medal of encouragement...

Yervant studied at Mourat Raffael College in Venice from the age of 13 to 17, where he was inspired by fine art and photography.

The Zanazanian family emigrated to Australia in 1975 and Yervant arrived there soon after, enrolling at The Photography College in Melbourne. He insisted he wanted to be a wedding photographer during his college years... and he was told by his tutors to quit there and then, as wedding photography never required a college education!

Nevertheless, Yervant graduated and set himself up as a professional wedding photographer, some 27 years ago. Today Yervant's name is up there with the most influential photographers of our time. Recently awarded the industry's high-





est accolade " Lifetime Achievement Award " by WPPI USA for his unparalleled contributions and iconic governance in changing traditions in wedding photography to new horizons. Yervant's distinctive signature style is considered the most emulated throughout the world today. Yervant has brought sensuality and a "fashionista" approach to wedding photography, and he was the very first prominent wedding photographer to adapt to digital post



production and capture. He set up the first digital production outfit at his studio in Melbourne, Australia, then proceeded to create the first digital layout story book wedding album, the most popular amongst studios around the world today.

Yervant programmed his first *Photoshop* actions software *Page Gallery™* initially for his own studio's use as a time saving and efficient workflow program, soon by peer pressure, he released *Page Gallery™* to the pro market. *Page Gallery™* is the no#1 album layout software in the world today, it has translated to several languages and keep evolving as one of the most popular tools in today's wedding photography industry.

Yervant is married to Anie, an Armenian who is also from Ethiopia, they have two sons, Ricky Haig and Robbie Vartan. Yervant and Anie own and operate one of the most upmarket boutique studios in the world today. Visited by photographers from all over the world, Yervant Photography is based in the fashionable Melbourne downtown area of Docklands. The studio boasts sumptuous opulence and has set a benchmark in the industry to strive and reach higher echelons in market perception and recognition, to establish wedding photography as a luxury commodity.

Yervant has been voted as Australia's number one wedding photographer by industry poll 2007, 2008, 2009 and is a finalist for 2010 which will be announced this month.

Amongst Yervant's copious collection of awards, he has also been distinguished with the titles of Grand Master and Fellow of the AIPP and Hon FMPA. Most recent awards include: 2009 Photojournalist of the year AIPP Australia, Photojournalist of the year WPPI, Wedding Photographer of the year 2009 AIPP, Highest scoring print AIPP.

Yervant travels extensively to present inspirational seminars and comprehensive workshops to professional photographers in all continents. His fundamental 'darkroom' expertise is transformed to digital through *Photoshop* and his photographic proficiency



keeps evolving as he keeps re-inventing himself year after year with new and exciting approaches and techniques, most of which become international milestones within the industry.

To learn from Yervant directly and see his full presentation of new images on October 17th, call MPA HQ on 01325 356555 for details of how to book into this free Graphistudio sponsored seminar.

Yervant (above) loves life – and legs! Here are two stunning examples which really flatter the bride – and justify her expenditure on classic shoes and bridalwear. Grungy or classical, he makes it work.

