



EMERGE PHOTO COMPETITION

TIME TO GET NOTICED

By Jennifer Chen

Getting clients to your wedding Web site is a huge challenge. Getting serious heavy hitters in the photo industry like Sony, liveBooks, *Rangefinder* magazine, *The Knot*, Pictage and more on your radar is the Mount Everest of challenges. If you're just starting out in wedding photography, how do you get noticed?

A few hundred photographers hit the

ground running with a new photo contest called the emerge Photo Competition, sponsored by liveBooks and *Rangefinder*. Photographers were invited to upload their best images in five different categories—Preparation, Details, Wedding Venue, The Kiss and Favorite Wedding—for a chance to win top prizes and exposure. J Sandifer, wedding development manager at

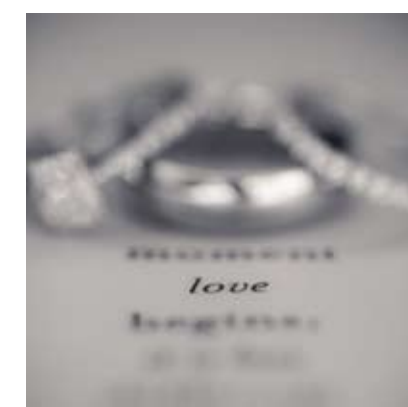
liveBooks, shares, "We created this competition to help exceptional photographers get the exposure and the tools they need to grow their businesses. The winners were chosen based on a collection of images that illustrate their extraordinary skills, and we were quite pleased with the caliber of the submissions we received."

The top three photographers in each cat-

egory were awarded a prize package (valued at \$2200) consisting of a one-year subscription to a liveBooks predesigned Web site, a one-year subscription to a Pictage account, a one-year subscription to a ShootQ account, a 2011 WPPI VIP pass, a Think Tank Photo Belt, a \$100 Asuka Book gift card, an Induro tripod kit, an X-Rite ColorChecker Passport and PhotoTools 2.5 Professional Edition from onOne Software. In addition to those prizes, the top photographer in each category also received an advertising package from TheKnot.com, a professional photography kit from Sony, LabPrints Album Design Bundles and onOne Software Plug-In Suite 5 (total value \$5500).

A panel of wedding industry leaders and magazine photo editors judged the overall competition, including *The Knot* photo editor Rebecca Crumley, who shares, "It was amazing to see how many new wedding photographers are emerging." *Rangefinder's* editorial staff judged the top five finalists from each category and chose, as the Editor's Choice, Los Angeles-based wedding photographer Suthi Picotte (www.picotteweddings.com) for her exquisite wedding details portfolio (suthipicotte.sites.livebooks.com).

Jennifer Chen: How did you choose the images that you entered in the emerge contest?





Suthi Picotte: I trusted my instincts and simply chose my favorites.

JC: You won for your details portfolio, in which you did a wonderful job showcasing a unique wedding. Tell us about how you shot the wedding and what drew you to their details.

SP: I always like to showcase the choices of my clients. This couple picked a location full of unique and distinct details, such as the barn and the old piano. My job is to use my creative lens to capture all of their wonderful choices, hopefully in ways they didn't even anticipate. An important ingredient for me is to have the time to create these images. Amber of Amber Events made sure that the day's timeline had ample time set aside for me to document the plethora of photographic possibilities.

JC: What is your wedding photography philosophy? What is your must-have equipment?

SP: I approach every wedding as both an artist and a journalist. I'm honored to be a part of my client's special day. My goal is to be of service and to provide the very best photographs possible. I shoot both film and digital, so my must-have equipment includes my Canon EOS-3 film body, Canon EOS-5D Mark II, 50mm f/1.2, 85mm f/1.2, 16–35mm f/2.8, 70–200mm f/2.8 and my Tamron 90mm macro. All this goes into a Think Tank Belt System.

JC: In your bio, it says you spent your early years in both the United States and China, and then took a full scholarship to the University of Massachusetts. How has your dual-country upbringing informed your photography?

SP: I am very thankful to my parents for providing me with an international upbringing. There is a basic connection, a humanity, that all mankind shares and because I was able to experience it at such a young age, it is something that I can still see when I pick up a camera to this day.

JC: What do you plan on doing with your new exposure and equipment from

the emerge contest?

SP: Thanks to all the sponsors of the emerge contest for such a generous prize package. I am going to use the exposure and equipment to build, strengthen and grow my business. I'm so excited! Thank you so much.

JC: Tell us something that most people don't know about you.

SP: I'm a little shy to share this but I do own a PlayStation 3, and when the time permits, I really enjoy playing the odd video game!

For photographers eager to enter next year's emerge contest, which opens on November 1, 2010, and runs until January 31, 2011, stay tuned for info to be posted at www.emergecontest.com. View all 15 of the finalists' work at livebooks.com/contests/emerge/winners.php.

Jennifer Chen is the former features editor for both Rangefinder and AfterCapture magazines as well as the former editor of the WPPI Monthly Newsletter. She writes regularly for Every Day with Rachael Ray and has written for Natural Health, Bust, Veg-News, and Audrey. She is currently working on her first young adult novel. She blogs at www.typecraftwriter.com.

2010 emerge Photo Competition Category Finalists

Preparation

1st place: Rebecca Bouck
2nd place: Leah Vis
3rd place: Daniel Konkel

Details

1st place: Suthi Picotte
2nd place: Rae Leytham
3rd place: Graham Scobey

Wedding Venue

1st place: Laura Stone
2nd place: Benjamin Young
3rd place: Amelia Soper

The Kiss

1st place: Georgi Anastasov
2nd place: Laura Deas
3rd place: Daniel Kudish

Favorite Wedding

1st place: Jasalyn & Jason Thorne
2nd place: Whitney Fox
3rd place: Ned Jackson



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