



*Romantic
Expression*

*Juan Carlos Torres
Adds Artistic Accent
to Wedding Day*

studio1

photography & design



To capture the romance, beauty, emotions, and details of a wedding day, Juan Carlos Torres, of Willamette Photography in Corvallis, Oregon, documents the day in a comprehensive way. He goes beyond photojournalism to incorporate an artistic and fashion approach that makes the romantic dreams of his couples come true.

"I try to capture the reality and emotion of the day, but at the same time I am aware of the fantasy and romantic view that couples have of their wedding day. They love beautiful images and want to see their big day portrayed in a beautiful, romantic and artistic way," Torres says.

Torres himself is an artist. A descendant of an artistic family that includes painters, musicians, and writers, he is a singer and musician who plays guitar, piano, and accordion. A self-proclaimed perfectionist, having a love and appreciation for all things artistic brings out the creativity in him.

"Wedding photography allows me to express my artistic and creative side. I go to weddings to get the best pictures that I can and I am committed to being the best wedding photographer out there. I owe it to myself, my family, and my clients."

TERRIFIC TWOSOME

Torres and wife/partner Sandra provide minimal direction during the formals and portrait session and spend the rest of the time being observant recorders of the event. Their laid-back personalities combined with their passion for photography make the Torres twosome a unique choice for clients.

"We sell the concept that the client is hiring a husband-and-wife team, two qualified, successful, and confident wedding photographers. We act and dress professionally, yet we are a fun-loving team," Torres says.

At a typical wedding, Sandra concentrates on the bride getting ready, while Juan Carlos photographs the groom. During the rest of the wedding, they cover everything from different angles. But when it comes to image processing and album design, he's in charge.

Another advantage for clients is that the two don't use high-pressure sales tactics. Without trying to book the most expensive package, Sandra and Juan Carlos listen to what the couple's goals and styles are and guide them toward the appropriate package once the couple books them. "When they come to our studio and see the printed photos, the high-end albums and enlargements, they are convinced that they can't find better quality anywhere else."

And since the duo doesn't believe in "subcontracting" wedding photography, the clients can be sure the galleries they see are a true representation of their wedding work. Many clients have already viewed the galleries on the studio's websites, www.juancarlosphoto.com and www.willamettephoto.com, which display complete weddings. "After doing 100 weddings, it's easy to have a 'greatest hits' gallery. Complete weddings give people an idea of what you can do and show how consistent your work is. It works really well for us. Couples get an idea of what the outcome will be."

Torres says his websites are his greatest marketing tools. Being well-positioned on search engines helps attract clients; they estimate approximately 90 percent of their clients discover them through their sites. "Our websites allow us to display our work, answer frequently asked questions, describe our philosophy, and maintain contact with our clients."

TOYS "R" TORRES

Torres offers options to clients during the album-proofing process. Given a combination of printed proofs, a Web gallery, and a CD gallery, the client then has the option of mailing the proofs that they want or making a selection from the Web or from the CD gallery and sending their picks to the studio by regular mail or email. Once the selection is made, he creates an album design and offers them a preview on the Web or in the studio. "They have the option of changing two of the layouts at no charge. I also create additional page layouts that the client has the option to buy."

Sandra and Juan Carlos carry two cameras each, ready to capture the action. "We selected Canon as our main equipment provider because of the quality of the optics, focusing speed, and reliability. Our clients want sharp, high-quality photographs. When I am taking a photo, I don't want to be distracted by the thought that my lens is not sharp or that my camera is not going to focus. I want to concentrate on composition, creativity, and capturing the essence of the wedding day," Torres says.



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JUAN CARLOS TORRES' GEAR BOX

DIGITAL CAMERAS

Canon EOS 1D Mark II
 Canon EOS 1Ds, Canon EOS 20D
 Canon EOS 1D, Canon 10D
 with Canon lenses: 16-35L f/2.8, 20-35L
 f/2.8, 24-70L f/2.8, 70-200L f/2.8,
 135L f/2.0, and 85L f/1.2

LIGHTING

Canon Speedlite 550EX
 Canon Battery Pack
 Sekonic L358 Meter

DIGITAL DARKROOM

Apple G4 17-inch PowerBook
 P4 3.2 SATA Raid PC
 Adobe Photoshop CS
 Breezebrowser
 Jorgensen Album Designer

LABS

Millers
 WHCC
 Mpix

ALBUMS

Digicraft
 Jorgensen
 Leather Craftsmen
 Renaissance Soho

He prefers available light to capture the true mood and tries not to use flash unless absolutely necessary. A digital shooter, Torres made the switch from film because of his formal training in digital image processing. "I hold a master's degree in Remote Sensing and Geographic Information Systems. My experience with digital goes back to 1994, when I participated on several NASA-funded projects using high-resolution satellite imagery to carry out environmental impact assessment."

Torres arrived in the United States from Honduras on June 2, 1989. He bought a camera on June

3 and started shooting campus-related activities to support himself. Students began asking him to shoot weddings and he became hooked. Sandra says he has a romantic heart and an artistic soul.

"What drives me is to be remembered not as one more photographer, but as somebody who gave his best. Wedding photography is a journey that requires constant innovation and the improvement of technical and artistic skills. The day we stop innovating, we start dying artistically."

Wow! ❖

www.juancarlosphoto.com

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