

**Fall 2003 Digital Fine Art
Photographers Summit**
hosted by
Alain Briot and Uwe Steinmueller
with a keynote presentation by
Michael Reichman

*“Photographic Challenges and Opportunities in the
Analog to Digital Transition*

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**November 14th, 15th and 16th
in Phoenix, Arizona**

Alain Briot (beautiful-landscape.com) and Uwe Steinmueller (outbackphoto.com) are hosting the

Fall 2003 Digital Fine Art Photographers Summit

in Phoenix, Arizona, on November 14, 15 and 16th.

Michael Reichman is the Keynote Speaker for the Fall 2003 conference

Two photography workshops, led by Alain & Natalie Briot, are offered immediately after the Summit, on November 17th and 18th

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**November 14th, 15th and 16th
in Phoenix, Arizona**

Find out the latest details of the Summit at: www.outbackphoto.com

When?

Friday November 14th (evening), Saturday November 15th and Sunday November 16th.

Where?

Country Inn and Suites, Phoenix, Arizona. 20221 N. 29th Avenue, Phoenix, AZ 85207. (623) 879-9000
www.CountryInns.com/DeerValleyAZ. Special room rate for conference attendees: \$79 only (mention you are attending the Fall 2003 Digital Fine Art Photographers Summit to get your discounted rate).

What?

1- Keynote Address by Michael Reichmann:

Michael Reichmann is the Keynote speaker for the conference. His keynote presentation is titled “Speaking Digital in an Analog World”

This presentation will explore both the technical as well as aesthetic sides of photography and print production using digital technologies. It will be approximately 90 minutes long.

2- Individual Print reviews by Alain Briot, Michael Reichmann, Steve Kossack and Uwe Steinmueller:

Individual print reviews of conference participants work will be conducted Saturday evening from 8 to 10 PM. Only available for a limited number of participants (so that we can devote as much time as we can to your work).



Reservations are necessary and allocated on a first come, first served basis. That is, the sooner you register, the more chances you have to have your work reviewed. Register *now* and insure your work will be reviewed by Alain Briot, Michael Reichmann Steve Kossack and Uwe Steinmueller!

Each print review will be approximately 10-15 minutes per individual, covering at most 3-4 prints.

3- Session Presentations

There are 7 session presentations on a variety of topics related to digital photography. The abstracts for these presentations appear on the next page.

4- One day workshops following the conference (open to conference participants only).

Two one day workshops are offered following the conference. Make the most of your visit to Arizona by attending one or both of these workshops:

Monday, November 17th: Sedona Workshop - led by Alain and Natalie Briot

Montezuma's Castle, Red Tank Draw petroglyph site, Honanki and Palatki, Red Rock Crossing, and more.

Tuesday, November 18th: Saguaro National Monument Workshop - Led by Alain and Natalie Briot

Saguaro National Park, Tucson and the Mission San Xavier del Bac.

About Alain Briot, Steve Kossack, Michael Reichmann and Uwe Steinmueller

Alain Briot:

Alain Briot is one of the most successful fine art landscape photographers living in the United States today. Specializing in large format, Fine Art, landscape photography, Alain is the publisher of Beautiful-landscape.com and the author of a monthly series of articles on photography, *Briot's View*, published on Luminous-landscape.com. Alain's work has been extensively published worldwide in books and magazine for over 15 years.

Alain is a reputed teacher with over 15 years of experience teaching University classes, giving numerous presentations, and conducting workshops. In 1992 Alain created one of the very first digital imaging classes at Michigan Technological University -MTU- in Houghton, Michigan. This class was so meaningful that Alain's syllabus was published by Harper Collins. Alain taught for 5 years at MTU and NAU, Northern Arizona University. Today Alain offers exclusive one day and multi-day workshops in the US Southwest, a region he has been exploring and photographing since 1983. Because Alain's uses film but prints digitally he is in a unique position to help you with the challenges you will face if you plan to make the transition from analog to digital. Alain's teaching skills insure that you will definitely enjoy his concise, practical and entertaining panel presentations.

Michael Reichmann:

Michael Reichmann is one of the world's leading photographic educators. He is publisher of the highly regarded *Luminous Landscape* web site, and also publisher of the quarterly DVD video magazine, *The Video Journal*. He is also Contributing Editor to *Photo Techniques* magazine. His wildlife and landscape photographs appear in numerous books and magazines around the world.

Michael teaches several field workshops each year in exotic locations around the world, and also conducts regular

seminars for professional photographers seeking to make the transition from traditional to digital.



Steve Kossack

Born and raised in Southern California, Southwest photographer and workshop instructor Steve Kossack's forte is field workshops that concentrate on the Western part of the United States.

Professionally trained in photography with the intent of teaching, Steve's approach differs from most: "I was experiencing these areas long before I had a camera" Steve states, "and today I feel privileged to be able to share my passion and knowledge with others." Steve's experience and way of seeing has brought enlightenment to many. His dedication and discipline to landscape photography can be seen in his many contribution to the Luminous Landscape and Video Journal and heard from the many that have benefited from his F-8 And Be There Workshops. Steve is a master teacher with years of experience.

Uwe Steinmueller:

Uwe Steinmueller is a digital fine art nature photographer (www.colors-by-nature.com) and the publisher of Digital Outback Photo (www.outbackphoto.com). Uwe is focused on the digital photography workflow (e.g. raw conversion), color management and fine art printing.

Uwe Steinmueller will present sessions on workflow, raw files management, profiling (both printers and your entire system) and printing. Uwe's web site is known worldwide for providing cutting edge news & information.

Conference Timetable:

Friday, November 14th

5 - 7 PM: Registration, Reception and Gallery exhibit open.

7 PM: Conference opens, welcome and keynote presentation by Michael Reichmann: "Speaking Digital in an Analog World": 90 minutes. Open cash bar and hors d'oeuvres prior to and after keynote speaker.

Saturday, November 15th:

8 AM: Registration and Gallery exhibit open

9 to 10:30 AM: First session

Uwe Steinmueller: *Color Management and digital workflow essentials*

10:30 to 11 AM: Coffee break / Gallery Open

11:00 to 12:30 PM: Second session

Alain Briot: *Film-based color management and workflow*

12:30 to 1:30 PM: Lunch break / Gallery Open

People are on their own for lunch.

1:30 to 3 PM: Third Session

Uwe Steinmueller: *Raw conversion Essentials*

3 to 3:30 PM: Coffee break / Gallery Open

3:30 to 5 PM: Fourth session

Alain Briot: *Marketing your photographs in today's world*

5 to 8 PM: Dinner / Gallery Open

(participants are on their own for dinner).



8 to 10 PM:

Print Review

Three separate print discussion round tables, with 6 participants at each table. Each participant will bring 3-4 prints which will be reviewed by Alain Briot, Steve Kossack, Michael Reichmann or Uwe Steinmueller. Each print review will be approximately 10-15 minutes per individual. Reservations are necessary for the print review. You will also be asked to choose who you want to review your work. Following your registration you will receive a confirmation with your scheduled print review appointment and your reviewer's name (Alain Briot, Steve Kossack, Michael Reichmann or Uwe Steinmueller).

Sunday, November 16th:

8 AM: Gallery exhibit open

9 to 10:30 AM: Fifth session

Uwe Steinmueller: *Black & White printing on Epson 2200/7600/9600 printers (from Black & White and color digital files)*

10:30 to 11:00 AM: Coffee break / Gallery Open

11:00 to 12:30 PM: Sixth session

Alain Briot: *Aesthetics and Photography: the importance of Seeing Photographically, whether you work with film or digital cameras*

12:30 to 1:30 PM: Lunch break/gallery open.

People are on their own for lunch.

1:30 to 3 PM: Seventh and last session -

Alain Briot, Steve Kossack and Uwe Steinmueller: Joint Session

Alain Briot, Steve Kossack and Uwe Steinmueller present and comment several of their Fine Art prints. Their presentation is followed by a question and answer session.

3:00 to 3:30 PM: Coffee break / Gallery Open

3:30 PM: Session presentations concludes.

3:30 to 6:00PM: Gallery and sponsor room open

Presentations Abstracts :

Session #1, Saturday, 9 to 10:30 AM

Uwe Steinmueller: *Color Management and digital workflow essentials*

Abstract:

Serious printing is only possible when a robust color management system is used. In the first part of this presentation Uwe Steinmueller will introduce you to the basics of color management and explain how you can implement a solid color management system in your studio. In the second part of this session Uwe will provide you with an overview on how to implement a complete digital workflow in your studio.

Session #2, Saturday, 11:00 to 12:30

Alain Briot: *Film-based color management and workflow*

Abstract:

In this session Alain will reveal all the details of his hybrid analog and digital workflow. Alain will start by explaining how he creates his original photographs with his Linhof Master Technica, then explain how he scans his 4x5 films on his Imacon Flextight III, how he adjusts color and contrast in Photoshop, and finally how he creates fine-art prints on his Epson 9600. You will be given the opportunity to ask questions at the end of Alain's session.

Session #3, Saturday, 1:30 to 3 PM

Uwe Steinmueller: *Raw conversion Essentials*

Abstract:

This session will explore why the raw format is the right choice for quality digital camera work. Uwe Steinmueller will give a description of what you need to know about raw converter software. Uwe will give an introduction to Adobe Camera Raw and Phase One Capture One DSLR.



Session #4, Saturday, 3:30 to 5 PM

Alain Briot: *Marketing your photographs in today's economy*

Abstract:

We have all asked this question at one time or another: "How can I sell my photographs?" Unfortunately, rarely do we get an answer that makes sense or is easy to implement. In this presentation Alain Briot will reveal all the "secrets" that you need to know to become successful at marketing and selling your photographs. The knowledge revealed in this session took Alain over 15 years to learn and test.

Session #5, Sunday, 9 to 10:30 AM

Uwe Steinmueller: *Black & White printing on Epson 2200/7600/9600 printers from Black & White and color files*

Abstract:

In this session Uwe Steinmueller will present the many different techniques you can use to convert a digital color file to black & white. Uwe will introduce a complete black & white workflow for black and white conversion and then describe how to print black & white files with the current Epson 2200, 7600 and 9600 Ultrachrome archival printers using both the Epson driver and ImagePrint RIP 5.5

Session #6, Sunday, 11:00 to 12:30 PM

Alain Briot: *Aesthetics & Photography: the importance of seeing photographically with both film & digital cameras*

Abstract:

This presentation is based on Alain Briot's popular series of nine articles on *Photography and Aesthetics* published on luminous-landscape.com. During this session Alain will expand on his articles by showing how the 9 articles relate to each other and how they function as a whole rather than as separate parts. Alain will also show new examples (different from those used in his articles) as well as present the next articles in the *Photography and Aesthetics* series. This series is designed to help you create better photographs by focusing on what makes a photograph beautiful and attractive, and takes you from Seeing a photograph, to composing it, selecting the right lens, the best film (or digital setting on your camera), finding the best light, the correct exposure and finally building a portfolio and developing a personal photography style.

Session #7, Sunday, 1:30 to 3 PM

Joint session with Alain Briot, Steve Kossack and Uwe Steinmueller - Comparing Analog and Digital Workflow

Abstract:

In this closing session Alain Briot, Steve Kossack and Uwe Steinmueller will reflect on the state of digital imaging today by presenting and explaining how they created some of their most famous images, in terms of both creative and technical challenges. You will be able to ask questions on any aspect of their work. It is your chance to find out exactly how great images happen! This print presentation will also be an opportunity to first reflect on some of the issues addressed in the 2003 Summit and second start thinking ahead to the 2004 Summit.

Conference Registration fees:

Pre-registration : \$435 only

(we must receive your registration before October 1st 2003 in order to get the *Pre-registration price*.)

Regular registration: \$499

Your registration is not complete until we receive your completed registration form and your check (or credit card)

One day workshops following the conference (open to conference participants only).

Schedule:

Monday, November 17th

Sedona Workshop — led by Alain Briot and Natalie Briot

We will photograph the following locations: Montezuma's Castle, Red Tank Draw petroglyph site, Honanki and Palatki ruins and rock art sites. We will conclude this extraordinary photography day with sunset at Red Rock Crossing, one of the Southwest's most exciting photographic locations!

Tuesday, November 18th

Saguaro National Monument Workshop — Led by Alain Briot and Natalie Briot

We will photograph the following locations: Saguaro National Park, Mission San Xavier del Bac in Tucson, and Spanish style architecture in Tucson. Our emphasis will be on the Giant Saguaro Cactuses which only grow in one place in the world: the Sonoran Desert, where the conference is organized! This is your chance to bring back beautiful images of these "icons of the desert" and of their fantastic shapes. We will also spend time in Tucson photographing the world-famous Mission San Xavier del Bac as well as other, and lesser known, Spanish-influenced architecture in Tucson.

About the one-day workshops:

Together these two workshops offer you a unique opportunity to capitalize on your visit to the Sonoran Desert and the Southwest. These workshops are also a wonderful opportunity to build up your portfolio with one of a kind images created under the guidance of a world famous photographer. Alain will be there to provide you with all the technical and artistic help you will need and Natalie, who is a certified art teacher, will be there to help you as well. Natalie is very patient and has huge experience teaching art and helping students.

Workshops Registration fees:

\$215 per workshop per participant

Special price if you register for both workshops: \$399 only

Workshops Arrangements:

We will meet in Phoenix, in the conference hotel, and start from there. You will need to provide your own transportation or arrange to carpool with other participants. We will help you make those arrangements if you do not have your own transportation. A regular passenger car is fine as we will stay on paved or graded roads. Lunch is on your own. We will try to stop in town for lunch but we recommend you carry snacks or sandwiches with you as well as water or soft drinks.

Make sure you have your camera equipment, lots of film or storage media, spare batteries, tripod, and all the other equipment you normal take on a photography trip. We will be working rather intensely all day and there won't be much time to stop and buy supplies! Users of all camera formats, film or digital, are welcome to these workshops.

We strongly recommend you sign up for these workshops early because space is limited and we expect seats to fill up quickly.

Registration form:

Your registration form is attached. Please print and fill in this form completely with your personal and payment information and return it to the address on the form. You can also register by phone if you prefer. If you contacted us by email to make a pre-reservation please remember that your registration is not complete until we receive this form and your payment (check or credit card)

We look forward to seeing you at the 2003 Fine Art Digital Photographers Summit!



FALL 2003 DIGITAL FINE ART PHOTOGRAPHERS SUMMIT REGISTRATION FORM

THIS SPECIAL OFFER EXPIRES OCTOBER 1ST 2003

Yes! I want to attend the Fall 2003 Digital Fine Art Photographers Summit!
I understand that registering for the conference gives me access to the Print Review on Saturday evening at no extra cost!

I also understand that registering before October 1st 2003 gives me the special "Pre-Registration" price indicated in the conference outline.

I will participate in the print review on Saturday evening: yes no
(check one)

I would like to have my work reviewed by:

Alain Briot Michael Reichmann Steve Kossack Uwe Steinmueller

(using a number from 1 to 4, indicate your first, second, third and fourth choices)

Very important: We will do our best to accommodate your choice and review the work of as many participants as we can. However, due to the high number of requests, please understand that participation in the print review, and reviewer choice, is on a "first come, first served" basis.

In order to guarantee that your work will be reviewed and that you will work with the reviewer of your choice, send your registration back today.

I also want to register for the one day workshops, led by Alain and Natalie Briot, following the conference:

Sedona Workshop, Mon. Nov. 17th Saguaro Ntl. Park & Tucson Workshop, Tues. Nov 18th

Please process my registration right away:



Name _____

Address _____

City _____ State _____

ZIP _____ Email _____

Phone Number (_____) _____

Total amount enclosed (see conference description) _____

Credit Card Information: Mastercard Visa American Express

Credit Card Number _____ Exp. _____

Mail this form to:
Alain Briot
PO Box 12343
Glendale, AZ 85318

FAX THIS FORM --24 hrs. a day-- TO:
801-340-9850

FOR FASTER SERVICE, CALL THE TOLL FREE,

**"FALL 2003 DIGITAL FINE ART PHOTOGRAPHERS SUMMIT" HOTLINE:
1-800-949-7983**