

ZUZANNA PLOCH - GEORGIE DOLLING

Warsaw, Poland

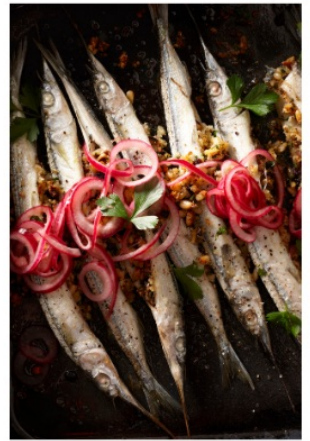
workshop, Warsaw. 21st of March 2024

FOOD · LIFESTYLE · PHOTOGRAPHY · STYLING · ART DIRECTION



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particularly unique workshops perfect for photographers, budding stylists, food lovers, artisans, bloggers and more...



ZUZANNA + GEORGIE

CHASING LIGHT - WARSAW



Georgie Dolling

styling · production · art direction

I first met Zuza about 5 years ago when i was teaching in Warsaw, Im so looking forward to seeing and working with her again and the team at Plate of Joy studio.

Georgie has been working in the Sydney photographic industry for over 30 years. Photography and styling is at the heart of who she is. Georgie loves being immersed in the creative process and enjoys sharing what she's achieved with people like you.

She has an invaluable knowledge of lighting after having worked alongside many of Australias finest photographers . She studied In Sydney with a major in photography, but her career has been mostly as a food stylist in the past 10 yrs. (she started in interiors). Her father is now a retired photographer.

Georgie's belief is that lighting plays a hugely significant role in creating a great shot.

Composition, the careful and conscious use of negative space are also key factors in a lovely photo. Her client list is extensive. Georgie has worked on over 40 cook books, innumerable magazine shoots, editorial projects and advertising campaigns. Working for decades in this industry positions Georgie perfectly to share her knowledge with you.

An avid traveler Georgie has been teaching off & on in Sydney & abroad for the past 7 yrs. She has been involved in teaching over people of all skills & ages.

Georgie, similarly to David , grew up at a young age with an interest in photography assisting her father.

Our workshops in Sydney (with my photographer husband @joefilshie) offer the opportunity for creatives to gather, eat delicious food, exchange ideas, set, style and photograph at our studio. We have an enormous prop collection - The Prop Co-op. Georgie will be bringing to Europe many beautiful props and ceramics. (she will be bringing her own ceramics @gd_clay). She has been involved in over 20+ workshops in Sydney and abroad.

Zuzanna Ploch

photographer · food stylist · educator

I am a dietitian by profession, but I preferred cooking and inventing new recipes to create dietary menus. 10 years ago I started my food blog chilliczosnekioliwa, thanks to which I discovered my new passion - food photography. I took my first photos in the living room of a small apartment, using simple accessories and home-made backgrounds, so I know perfectly well what difficulties beginner photographers and culinary influencers face.

Thanks to my determination and great passion, I learned food photography at a time when courses in Poland were just beginning. I learned primarily from food photographers abroad, where this industry is much more developed than in Poland. This is how I met food stylist Georgie Dolling, who 5 years ago conducted a workshop in Warsaw with her husband, photographer Joe Filshie.

I have had my own photography company for 4 years and I make photo sessions and culinary videos for leading food brands and marketing agencies on the market. My photos are used on websites, in social media, but also on leaflets, promotional leaflets of retail chains and on product packaging. Additionally, I teach food photography in individual and group workshops. So far, I have trained over 50 dieticians, influencers and small business owners.



ENDORSEMENTS / TESTIMONIALS

Thank you for a wonderful day at the food styling and photography workshop in Amsterdam. As a returning student, it was a wonderful opportunity to hear your insights and experiences and work with your extensive collection of props. Georgie and Joe make the best team. I attended one of their workshops in Sydney as-well. They compliment each other perfectly in their knowledge of styling, lighting and photography for an all-around masterclass. I refreshed what I learnt from Georgie and Joe previously and also picked up some new skills that I've been able to apply to my work.

Lauren Miller, @Lmproppingaround

"I was lucky enough to be on the first workshop that Georgie & Joe held. It was an amazing experience that allowed us to create and experiment in a safe and nurturing space with the opportunity to network with others in the field, the genuine care and hospitality offered on the day and ongoing support is why I love these workshops and will certainly attend again in the future.

Dana Sims, @stone_and_twine

A huge array of props, backgrounds, lighting and fresh produce. The amount of support was perfect. Just enough to get us going but freedom to play with our own ideas. Georgie and Joe's combined knowledge makes this a truly empowering experience. I would recommend their workshops to anyone wanting to explore their inner creative in styling.

Lucy Busutill, @lucyfoodbuzz

"These workshops are like no other i've attended. I found myself amidst the most amazing collection of props, supported by the incredible Joe and Georgie. It was like my mind opened to a whole new level of creativity and potential. I left the workshop feeling inspired and energised, filled with new knowledge and enthusiasm. I had captured some awesome images for a client project and i soon realised that i had also developed and addiction to attending these workshops"

Melanie Muddle, @theserialnarrative

OUR TEAM



Jasper Filshie @jasperfilshie

Georgie's son Jasper has grown up around his parents busy photographic business ventures. They have assisted on many shoots, and workshops here in Sydney. Jasper is extremely creative and is looking forward to their first workshop assisting experience abroad.



Above are pics of my other son, Ziggy, assisting in Sydney at our studio & prop house & abroad. Also, you will see Lauren Miller @Lmproppingaround who is our co-ordinator on all our workshops

On the left is a shot from one of Zuzanna's workshops. We encourage smart phones & DSLR cameras.

WHO ATTENDS

We've had a huge range of people attend our workshops including food bloggers, photographers, ceramicists, instagramers, food lovers, stylists, restaurant owners, artisan food companies, Master Chef contestants, content creators and more.

Some workshopers come happy to create freely, others have specific projects or a desire to capture content that can be used across their digital platforms. What you set out to achieve is entirely up to you.



YOUR INVESTMENT

EARLY BIRD PRICE: PLN 1250

if you pay PLN 500 of deposit by January 31, 2024.

FULL PRICE: PLN 1450

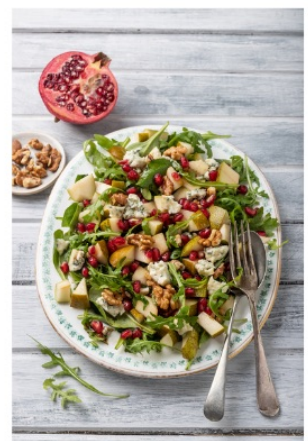
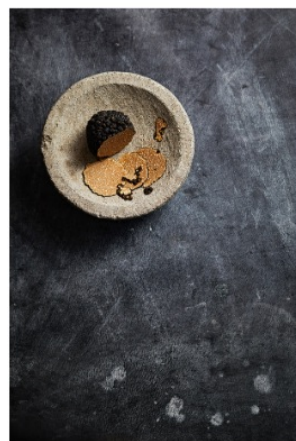
if you pay PLN 500 of deposit after January 31, 2024.

The workshop will take place with a minimum number of 4 participants. If such a group does not gather, we will refund the entire money. The deposit secures a place in the workshop and is non-refundable.

The ticket price covers the cost of Zuzanna, Georgie, assistant and all that you need for the day. We will have a range of fresh market produce and food available to shoot with.

We provide morning tea, beverages & a lunch which we share in the early afternoon and have snacks to refuel you while you work. Please let us know prior to attending if you have any specific dietary requirements.





OUR APPROACH + HOW TO PREPARE

A HANDS-ON APPROACH

We believe that the real value in our workshops is your extensive, hands on involvement in the creative process. We're there to help you every step of the way, but we encourage you to step out of your comfort zone. We begin by helping you set up your equipment (if needed), then it's time to develop the concept, begin propping, navigate lighting, work through the best composition, practically plate or place and finally you take the shot. We work along side you, mentoring you and sharing what's needed to help you capture your desired fabulous image.

WORKSHOP PREPARATION

You can prepare as little or as much as you like. We've had participants who arrive on the day with their iPhone ready to shoot whatever is available.

We've had participants arrive with a mood board in hand and a specific project to shoot and those who attend with food and ingredients, prepared to capture specific content. We really don't mind how you approach your time with us.

The aim is for you to learn to shoot the content that's relevant to you regardless of your skill level or equipment.

WHAT TO BRING

- Your camera or smartphone (don't forget chargers, batteries and memory cards). Please note: Zuzanna will not have time to teach you your camera, please brush up on basic camera settings.
- Related camera equipment (if you have it) e.g. tripod, laptop, tethering lead, etc.
- Products you'd like to shoot (if relevant)

DEMONSTRATION

- We run through a brief example of a typical commercial editorial food shoot, tethering to a computer under artificial light.
- Then we will shoot using natural/available light.
- We share our extensive knowledge on styling basics to help tell your story through composition and light. We strongly believe that without a cohesive relationship between the styling, composition and light, an image suffers.



YOU WILL LEARN

- The importance of storytelling in food photography
- How to create the mood of a photo through the selection of light, backgrounds and props
- Working with the client's brief and mood board
- Planning a photo session
- Useful food styling tools, some food styling secrets
- How to work with artificial & natural
- How to create interesting light effects, to create a particular atmosphere

PROGRAM / DETAILS

D A T E : 21st March 2024 (Thursday)

9 am - 4 pm

PLACE:

Studio - Plate of Joy

Trakt Lubelski 393A, 04-667 Warszawa, Poland

9:00 - 11:30

Welcome, intro, coffee & tea. Natural & artificial light demonstrations, tethering directly into laptop, creating and styling a set. We'll cover camera settings and lens selection. We will demonstrate using 2- 3 different food setups. Showcasing composition, the importance of interpreting a clients brief and mood board, storytelling.

11:30 - 13:00

We will assist you to start shooting on your own with our guidance all the way.

13:00

Lunch & chat.

13:30 - 15:00

Continue with our personal assistance. Challenge yourself with different angles, lighting techniques & styling tips.

15:00 - 16:00 Assistance with post production (Lightroom, Capture One, Mobile apps)



SECURE YOUR POSITION :

TERMS & CONDITIONS

EARLY BIRD PRICE: PLN 1250

if you pay PLN 500 of deposit by January 31, 2024.

FULL PRICE: PLN 1450

if you pay PLN 500 of deposit after January 31, 2024.

payment by transfer to a bank account in Poland

The workshop will take place with a minimum number of 4 participants.

If such a group does not gather, we will refund the entire money.

The deposit secures a place in the workshop and is non-refundable.

We have only 10 spaces available so we advise to be quick!

HOW TO BUY A TICKET?

Please email Zuzanna at kontakt@zuzannaploch.com and you will receive an account number for payment.

HAVE MORE QUESTIONS?

Please email us at :

georginadolling@bigpond.com

kontakt@zuzannaploch.com