

JOE FILSHIE, GEORGIE DOLLING

Sydney, Australia

#theZworkshop



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FOOD - INTERIORS - BOTANICAL

new series of workshops  
June 2022

FOOD · LIFESTYLE · PHOTOGRAPHY · STYLING · PROPS · ART DIRECTION

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



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F O O D - P H O T O G R A P H Y - S T Y L I N G

# JOE + GEORGIE

## CHASING LIGHT

Hi and thanks for your interest in our workshop series. We thought it best to start with a brief introduction. We've been working in the Sydney photographic industry for over 30 years. Photography and styling is at the heart of who we are. We love being immersed in the creative process and we enjoy sharing what we know with people like you.

Collectively our client list is extensive. We've worked on many cook books, innumerable magazine shoots, editorial projects and advertising campaigns. Working for decades in this industry positions us perfectly to open our doors and invite you into our world for a day.

Our workshops offer the opportunity for creatives to gather, eat delicious food, exchange ideas, set, style and photograph vignettes with yard-gathered botanicals, twigs, ceramics, food and props in our heritage home, garden and studio. The Prop CoOp is a treasure trove filled with beautiful light, thousands of props, surfaces and cutlery to create beautiful imagery and leave with invaluable knowledge and lots of incredible shots.

YOU WILL LEARN HOW TO SHOOT WITH DAYLIGHT AND WITH ARTIFICIAL LIGHT.

After running 20+ workshops in Australia and abroad, this new concept we are introducing will include botanical as well as food and still-life.

You're welcome to do 1 day or 2.

WHEN & WHERE: 9 am - 4 pm • 126 Hawthorne Parade, Haberfield.

DATES: Proposed - June 4th and 5th (SAT/SUN) / June 11th and 12th (SAT/SUN)

COST: \$750 AUD - per day (20% off 2 day bookings)

DEPOSIT: 50% (\$375) by 30th May

BALANCE: by at least 10 days before workshop.

Bank details on page 6

If you have any questions or concerns regarding payment or the workshop, please feel free to contact us on our emails listed below.

If you would like to attend on both days, we are offering a *20% discount* (\$1,200 total).

With past workshops, we've found the best success in those who attended on both days as they were able to fully absorb and learn what we offer.

We cater to anyone with any level of experience in a fun and invigorating way. We are very passionate about sharing our knowledge with you.

we look forward to welcoming you into our world.

Joe Filshie (Photographer)

[jfilshie@bigpond.net.au](mailto:jfilshie@bigpond.net.au)

[@joefilshie](#) / [@joe\\_filshie\\_gallery](#)

[www.joefilshie.com](http://www.joefilshie.com)

Georgie Dolling (Styling, Production, Art Direction)

[@georgie\\_dolling](#) / [@gd\\_clay](#)

[www.georgiedolling.com](http://www.georgiedolling.com)

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"The Z-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 an addiction to attending these workshops" Melanie Muddle, @theserialnarrative

"I was lucky enough to be on the first workshop that Georgie and Joe held. It was an amazing experience that allowed us to create and experiment in a safe and nurturing space with 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 Busuttil, Food Editor of Delicious. on Sunday, @lucyfoodbuzz

# OUR TEAM

Ziggy Filshie  
(our son) - @ziggyfilshie

For the past 10 years, Ziggy has been working as an assistant in our Haberfield studio and at the Prop Co-op. He's very familiar with the food photography industry. Having worked with us and helping on innumerable workshops in Sydney, Europe and the USA and assisted on many editorial, advertising and book shoots. Ziggy is an invaluable member of the team and will be on hand to assist with prop selection, composition and related questions.

Dana Sims  
@stone\_and\_twine

We first met Dana when she attended one of our workshops a few years ago. Afterwards she offered to come and work with us here at the Prop Co-op and assist on shoots. Dana has since progressed to becoming a stylist/recipe developer in her own right, we regard her as one of the family.



## WHO ATTENDS

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

Some workshopppers 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

\$750 covers all that you need for the day ( As well as a camera of sorts. Smartphones encouraged. ) We will have a range of fresh market produce and food available to shoot with. There is a 20% discount on the cost should you be attending both days - so a total of \$1,200. We highly recommend attending 2 days if you can afford it to really cement the knowlege and improve your practice.

We provide a light, plant-based 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.

PLEASE TRANSFER YOUR DEPOSIT TO -

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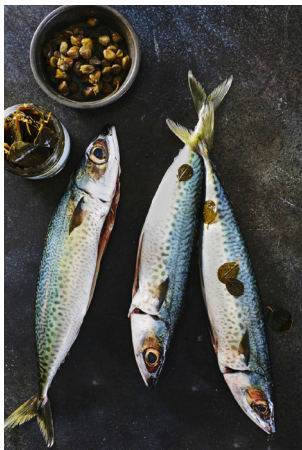
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# OUR APPROACH + HOW TO PREPARE

## A HANDS-ON APPROACH

We believe that the real value in our workshop 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 image. We also offer one-on-one workshops if you're interested.

## 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. Others bring a range of their products to photograph and are searching for a specific aesthetic. We've had workshopers 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 smart phone (don't forget chargers, batteries and memory cards). Joe will be on-hand to assist with camera operation.
- 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. Without cohesive collaboration between styling, composition and light, an image suffers.

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# PROGRAM

9 am - 4 pm • 126 Hawthorne Parade, Haberfield.

## FOUR ONE-DAY WORKSHOPS

June 4th and 5th (SAT/SUN) • 9am - 4pm

June 11th and 12th (SAT/SUN) • 9am - 4pm

9:00 - 11:00 • 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 3 different food setups. Showcasing composition, the importance of interpreting a clients brief and mood board, storytelling.

11:00 - 13:00 - We will assist you to start shooting on your own with our guidance all the way.

13:00 Lunch & chat.

13:00 - 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

PLACES ARE LIMITED SO BE QUICK!

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REMAINDER: no later than 10 days before workshop.

## DONT FORGET!

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## MORE QUESTIONS?

Please email us at

- [georinadolling@bigpond.com](mailto:georinadolling@bigpond.com)

- [jfilshie@bigpond.net.au](mailto:jfilshie@bigpond.net.au)

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