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Music Promo Photography – A Selection

On Location

Finding a suitable location for promo work is always a challenge and yet something good always turns up. Conditions are never perfect but that is often exactly what makes the pictures unique – especially when everyone is motivated to get great shots.



On Location

Envisioning a promo picture is a collaborative process that we work through together before a shoot (sometimes just seconds before it...) in order to ensure we have the right balance between the planned function and the creativity of the picture.



On the Fly

When you are on tour, time is scarce. We make do with whatever is around us – the backstage electrical room, the road next to the venue or even underneath the stage itself and get the shot we need in just a few minutes (except when we lose time looking for band members!).



Versatility

Forty minutes, four different angles and backgrounds, all in one quick walk. If you just want to let the photographer run things you need to be able to rely on experience and creativity.



Fun

No matter how hard or heavy the music, sometimes promo pictures should just convey fun. Alternative perspectives, differing locations, props and a timely joke can evoke the snapshot feeling that can make a promo shot special.



About Me



An Australian Iranian living in Vienna, I love to support the music industry by documenting moments in time when bands are in a particular formation and want to portray themselves for their next big thing – be it a CD inlay, a concert poster or an online presence.

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