

Evi Abeler

PHOTOGRAPHY



Photography for the Food World

Plates | Products | Places | Portraits

CONTENTS

Evi Abeler: A Stylish and Honest
Approach to Food Photography
p.4

Behind the Lens: Inside a Food
Photo Shoot
p.6

How We Work Together
p.11

What We Can Do For You
p.13

Frequently Asked Questions
p.14

Clients & Publications
p.16

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Evi Abeler: A Stylish, Honest Approach to Food Photography

Evi Abeler takes a stylish yet unfussy approach to photographing food. Working in her New York City studio or on location, Evi uses natural light and simple staging to create gorgeous compositions that make food look wholesome, tasty and authentic. Whether she's shooting a specialty food product for advertising, a restaurant plate for promotion or a recipe for publication, Evi captures the beauty and sensory pleasures of fresh, flavorful food.

Growing up in rural Germany, Evi lived a farm-to-table experience. Her grandmother grew vegetables, raised chickens and cooked the game that her husband, an avid hunter, brought home from fields and woods. Evi remembers washing muddy carrots and plucking feathers from a freshly slaughtered chicken, as rich smells wafted from her grandma's stove.

A love of photography began at an early age, when Evi's mother gave her artistic daughter a camera. Evi further explored photography in high school, then moved to New York for a master's degree in photography. Evi's education and experience in graphic design further developed her creative eye and professional approach. Evi lives in Harlem with her husband and two children, who like eating the leftovers from Mom's photo shoots.

Evi's clients include Food + Wine (which recognized Evi's work with a 2013 Digital Food Award), Food Network, Lotta Jansdotter and Whole Foods Markets. In addition to her photography, she collaborates with pasty chef Albane Sharrard on the recipe blog Whip + Click.



Behind the Lens: Inside a Food Photo Shoot

In an open, bright studio, a photo stylist carefully wipes away a stray drop of dressing, arranges a wayward leaf of arugula, places a cracked peppercorn just so. The photographer reviews the tableau and waits for the light pouring through a nearby window to shift.

With the click of the shutter, an ordinary salad becomes a beautiful source of inspiration to accompany a recipe in a food magazine. It looks so simple. And that's the point.

Food photography—whether it's editorial or promotional—is transformative. It turns ingredients, props, brightness and shadow into an image that delights.

It also takes a lot of creative effort and collaboration. "That's what I love about the work," says New York food photographer Evi Abeler. "The teamwork that's essential between the food stylist, the prop stylist, the client, the art director. I enjoy all the planning and organizing that goes into a photo shoot, and then having the client see their product or dish come to life."

Whether she's shooting a specialty food product for advertising, a restaurant plate for promotion or a recipe for publication, Evi is all about the details. Her clients appreciate that she's highly efficient and organized. She's intent on every aspect of a shoot, from creating a detailed list of photos and a precise project schedule, to assembling just the right creative team, to making perfect adjustments to a scene.

Like any talented artist, Evi has a creative vision for what she hopes to achieve in an image. Yet she always remains flexible to the project's needs—and her graphic design background enables her to shape her work to a magazine or advertising layout. "I understand what the image is being used for and I shoot with an objective in mind," she says.



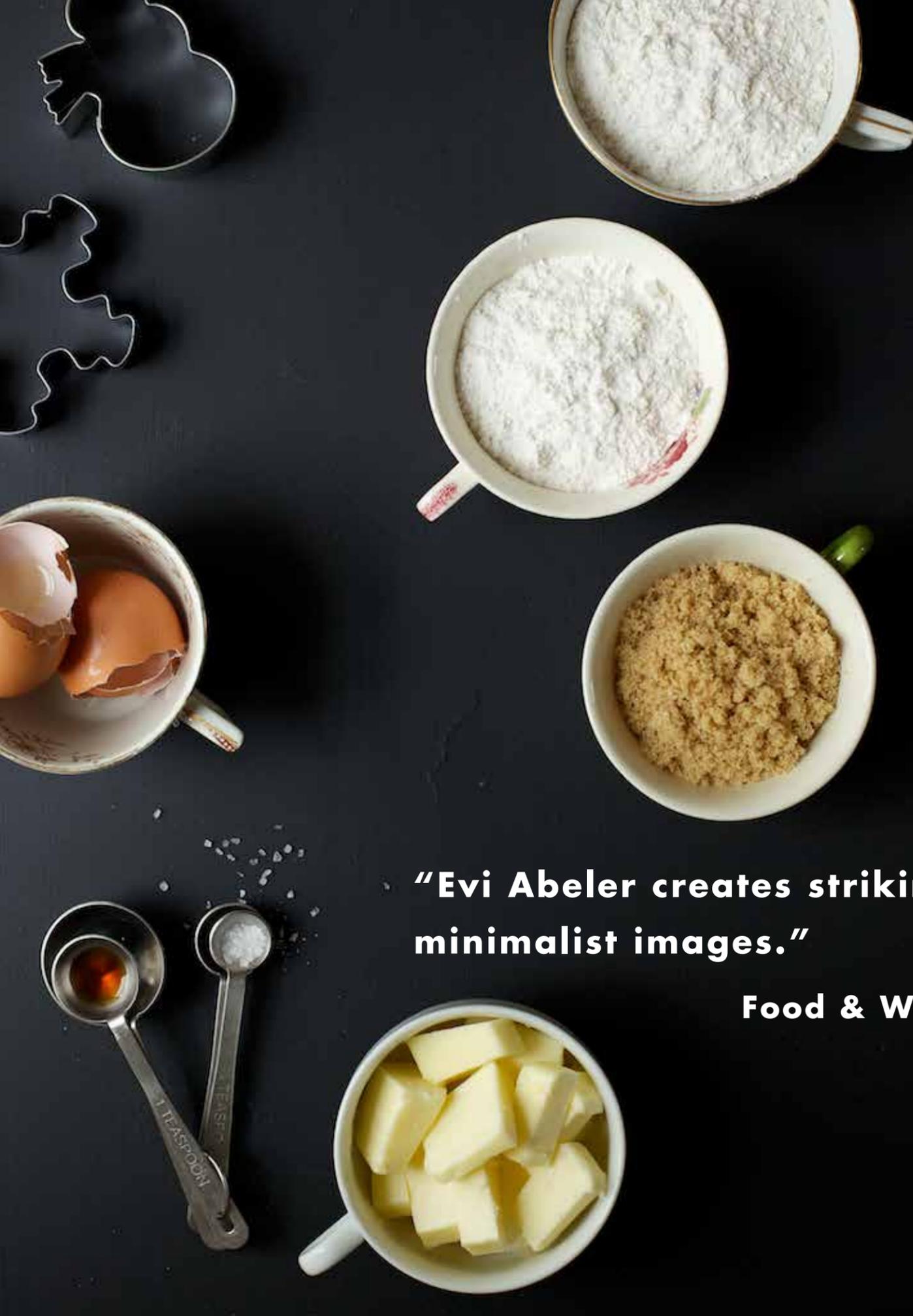
A self-described “country girl” and “worker bee,” Evi has a knack for staying cool under pressure, even when the unexpected happens. Photo shoots—even well-planned ones—can get sidetracked: a sudden downpour on a picnic scene or a knocked-over glass spills wine on a tablecloth. “People tell me I’m very calm,” Evi says. “If something goes wrong, I figure out a solution. I don’t panic, and I try not to stress others out.”

Evi’s process is pretty straightforward. She begins with a client meeting to talk about needs, ideas, timeline and budget—that initial conversation ensures a good fit and sets the stage for a successful project.

Once she and the client agree, she moves on to planning every aspect of the project: scouting locations, recruiting a creative team and planning a detailed list of images (along with the needed ingredients and props). The shoot itself is a collaborative process, as Evi works with the stylists and invites the client’s input and approval. With the shoot complete, she retouches the client’s selected images until they’re perfect.

But not *too* perfect. Evi’s work celebrates the personal, authentic, handmade nature of food and cooking. Her photography shows traces of the people who make and enjoy the food: a close-up of skilled hands kneading bread dough, or a strategically placed crumb on the table. She appreciates working with natural light and seasonal, wholesome ingredients. “Growing up in Germany, I lived the ‘farm to table’ life,” she says. “And I think that inspired my creative interest in food that’s prepared with care and love.”





“Evi Abeler creates striking, minimalist images.”

Food & Wine

How We Work Together

Before the Photo Shoot

In a consultation meeting (in person or over the phone), we'll discuss the scope of your project, timeline, audience and budget. This meeting helps ensure a great outcome for the project. When we agree to work together, I'll provide you with a project estimate that confirms the deadlines, deliverables and fee.

Planning the Shoot

Before we begin any project, we'll conduct a style and strategy session, where we delve into your goals for the photography. We'll discuss how you'll use the photos, talk about visual styles you like and set a creative direction for the shoot. We'll also nail down details including location, props and the number of settings or products.

The Big Day

If your schedule permits, you're welcome to join us on location or in the studio during the shoot, to meet the creative team and approve photos as we create them. If that isn't possible, then we'll share photos throughout the day with you via e-mail or Skype. Please note that you're responsible for reviewing and approving the photos during the shoot.



After the Shoot

Within three days after the shoot we'll review the best images; you'll make your selections and request additional retouching if needed. Your perfect images will be uploaded to Dropbox within three days of your selection so you can download your files right away.

“Customers were constantly telling me that the photos were beautiful and made them want to eat these things—which was the goal!”

Laura, Waltzing Matilda's NYC

What We Can Do For You

Professional Portrait

A headshot that captures your remarkable self, for your website, cookbook or social media presence.

Location: Our studio and/or on location

Includes: Makeup and hair stylist

Duration: 2 to 3 hours

Fee: Starts at \$1,500

Product Photos

High-quality images of your product and/or package, either on a white background or in a styled setting, for promotional or editorial use.

Location: Our studio

Includes: Prop stylist

Duration: Full day

Fee: Starts at \$2,500

Products+Platters

Styled food photographs including products, packages, ingredients and plated dishes, for promotional or editorial use.

Location: Our studio

Includes: Food and prop stylist

Duration: Full day

Fee: Starts at \$3,500

Platters/Portraits/Process

A full suite of photography services, in your location, including shots of your plated dishes and/or products, your staff, your space, your behind-the-scene process.

Location: Your restaurant, store or kitchen

Includes: Food and prop stylists, photo assistant

Duration: Full day

Fee: Starts at \$4,500

Training/Workshops

Customized guidance and advice that will teach you how to take better photos of your dishes or products for your website, marketing and social media. We also offer group presentations and workshops on do-it-yourself food photography. Please contact us for more information.

Stock

Eye-catching professional food photography you can incorporate into your promotional or editorial projects. Find Evi Abeler's stock photography via Offset.com or StockFood.com or directly from the studio.

FAQ

When do I get the photos after the shoot?

You will get a selection of photos three days after the shoot via an online gallery (proof). You can select and comment on the photos if you require additional retouching. Once we receive your selections and comments, we'll retouch and deliver your final images via Dropbox within three days after review.

How do I get the photos?

We deliver images electronically via Dropbox. (If we burn the images to a CD, we have to charge 8.875% NY State Sales Tax. We agree: It's weird. But it's the law.)

Do you travel to our location?

Yes, we can travel to your space, or to another location we agree upon.

Do I need to buy all photos?

No, you only purchase the photos you like. Your selected photos will come retouched with unrestricted usage rights.

Do you have a studio?

Yes, we have a small photography studio—with gorgeous natural light all day long—in Harlem. For complex photo shoots, we have access to larger studios on a rental basis.

What is the payment plan?

We require a 50% deposit of the project fee upfront; the remainder is billed when we deliver your images. We accept the following payment methods: Check, cash and credit cards (credit cards are subject to a 3% finance charge). Need a custom payment plan? Let's talk.

What if I need everything done yesterday?

We work well under pressure! As long as our schedule allows, we can accommodate rush projects, for an additional 25% fee. Not sure if your project is a rush? Contact the studio.

What if I just need something small? Do you have hourly rates?

A la carte pricing is available for certain projects; please contact us. Once we've worked together, we're usually available to take on anything you need at an hourly rate of \$150. Pre-pay (retain us) for 10 hours and get 10% off or 20 hours and get 20% off.

How long do the shoots take?

It takes time to make food look effortlessly presented and gorgeously styled. We schedule half-, full- and multi-day shoots according to the project requirements. We'll discuss and agree to the timeline before scheduling the shoot.

What else do I pay for?

Per our project agreement, our fees will include any transportation, props, materials, ingredients and applicable tax.

Do I own the photographs?

No, the copyright of the photographs remains with the photographer. You receive a license to use your photos for whatever purpose you choose.

Why do I need a stylist?

Ice cream melts. Sauces spatter. Peppercorns scatter. Creating a perfect food photo—or a deliberately imperfect one—takes a team of experts who understand how food, light and props need to be prepared and positioned. We work with a fantastic group of photo professionals and can assemble just the right team for your project. If we're photographing people, we recommend hair or makeup stylists who can make you look stunning.

What if I don't like the photos?

We've never encountered a situation where the client wasn't happy with the photos. During the photo shoot, the client is responsible for reviewing and approving the images. If the client declines to review or approve the photos, then they're obligated to accept our judgment as to the acceptability of the images. In the unlikely event that we can't agree on the photos during the shoot, then we would bill the client for all incurred expenses and a kill fee of 25% of the agreed-upon fee.





Clients & Publications



FOOD & WINE



sweet paul
MAGAZINE



Lotta
Jansdotter

LOKI LOKI

Anthology
LIVING WITH SUBSTANCE & STYLE

ELEVATE



Millie Peartree
CUPCAKES & MORE

*design*sponge*

harlem flr



RUBIN
MUSEUM
OF ART



STYLE ME PRETTY
LIVING







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