

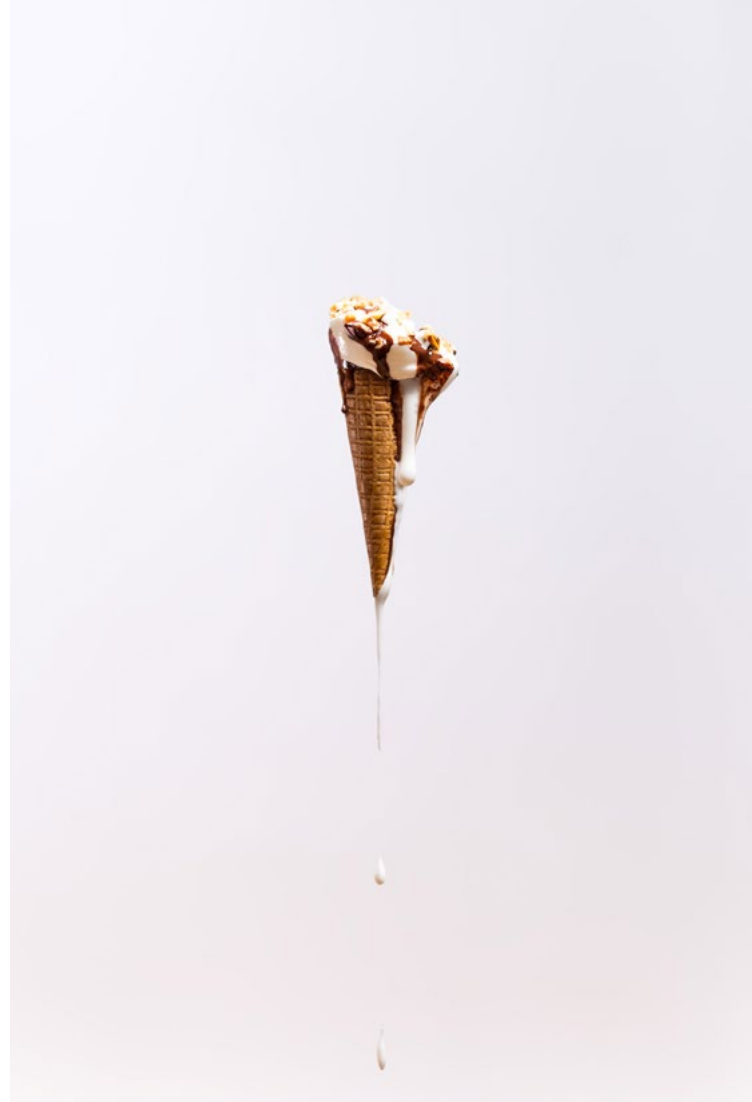
Ice Cream Explosions

Childhood memories of ice creams on hot days, melting and falling apart inspired these shots. This series of hyper-real digital images was created to show how I experienced ice creams and ice lollies as a child. It also captures the energy and movement that I like to include in photography.

Challenges to myself and my skills exercise the full range of imagination that I can unleash upon a job. In total I produced six images with the most complex, the Magnum shot, being a total of 37 separate images combined into one through some delicate Photoshop work.

The images garnered praise from the Vice President of Brand Development at Unilever and reached the shortlist in the Pink Lady Food Photographer of the Year awards.

I'd love to do the same for your products.



Zest & Zing

Taha started Zest & Zing through a desire to source and sell some of the finest spices known to humanity. One of his aims is to create an impression online, to find a unique way of making a visual impact and demonstrate the incredible flavours within his products.

The Zest & Zing refill sachets are a premium metallic gold colour, but they don't inform us about the luscious contents. With a shoot lined up and the full range ready and waiting, we discussed ideas, then started playing with the products. Before long there was an explosion of colourful spices and this eye-catching shot format was in the bag!

zestanding.co.uk
twitter.com/ZestandZingSp
instagram.com/zestandzingspices/

