

ISSUE 2024 // STEPHEN GODENZIE

# PORTFOLIO

Editorial photographer, specialising in  
creative portraits, lifestyle imagery and more.

**Bold and High-Contrast  
photography**

**Colourful and Curated  
Images**

**Technical and Fun:  
A new way to shoot**



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Don't be shy to say "hi"





# CREATIVE PORTRAITS

*Visual Alchemy*



# Creative Portraits

In photography, creative portraits are the rule-breakers, sidestepping conventional norms to explore new dimensions of expression. These portraits ditch the usual poses for a diverse mix of colors, unexpected angles, and unconventional concepts. Photographers become visual storytellers, capturing subjects in ways that transcend the ordinary and celebrate authenticity.



“The Dire Geisha” ft. Sandy  
Published in Vigour Magazine

Alaa (left) in a personal portrait session



Creative Portraits of Alanoud (left) and Azza (right) for Anghami  
Part of the Anghami Podcast Series

## Inception in the 1920s Avant-Garde

Creative portrait photography traces its roots back to the avant-garde movement of the 1920s, with artists like Man Ray experimenting with unconventional techniques and surreal compositions.

## The Boom of Self-Expression

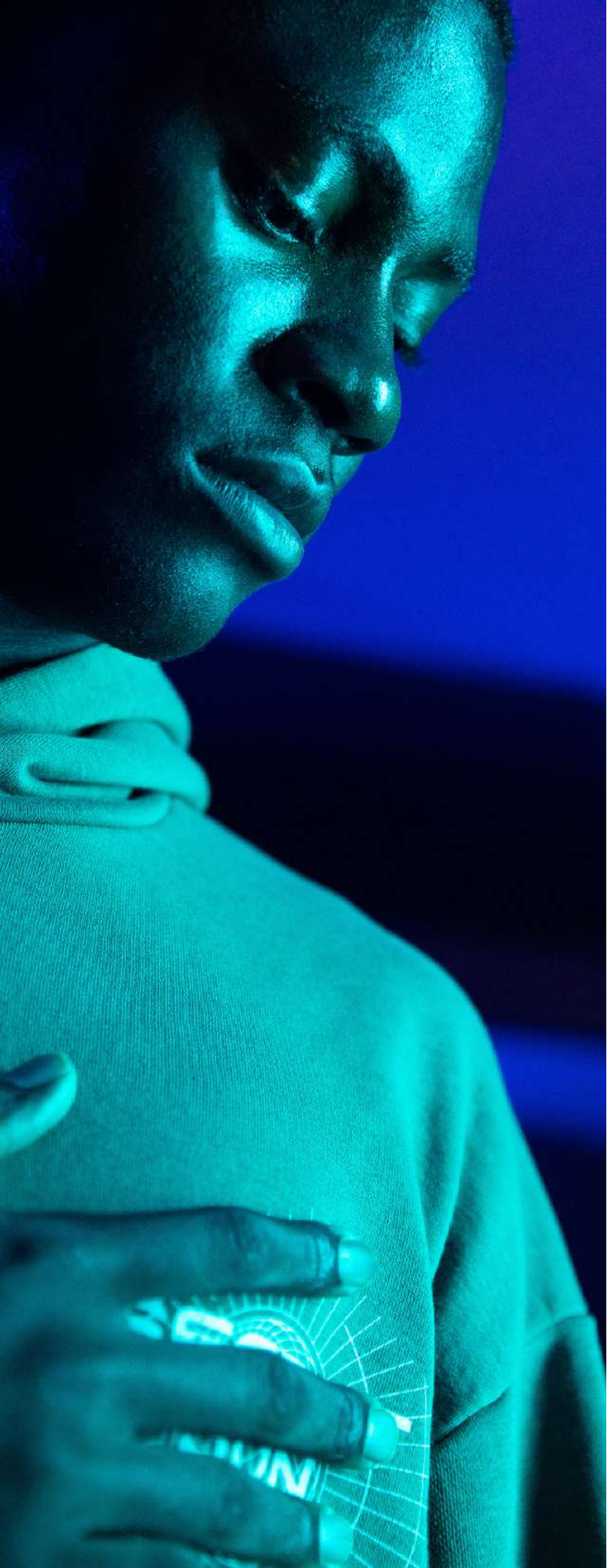
With the dominance of social media, creative portrait photography has become a tool for personal branding. Individuals use visually striking portraits to convey personality, aesthetics, and narrative, shaping their online identities.





“Midnight Elegance” ft. Harrie Powers  
Published in Malvie Magazine





**"PHOTOGRAPHY IS AN ART OF  
OBSERVATION. IT HAS LITTLE TO  
DO WITH THE THINGS YOU SEE  
AND EVERYTHING TO DO WITH  
THE WAY YOU SEE THEM."**

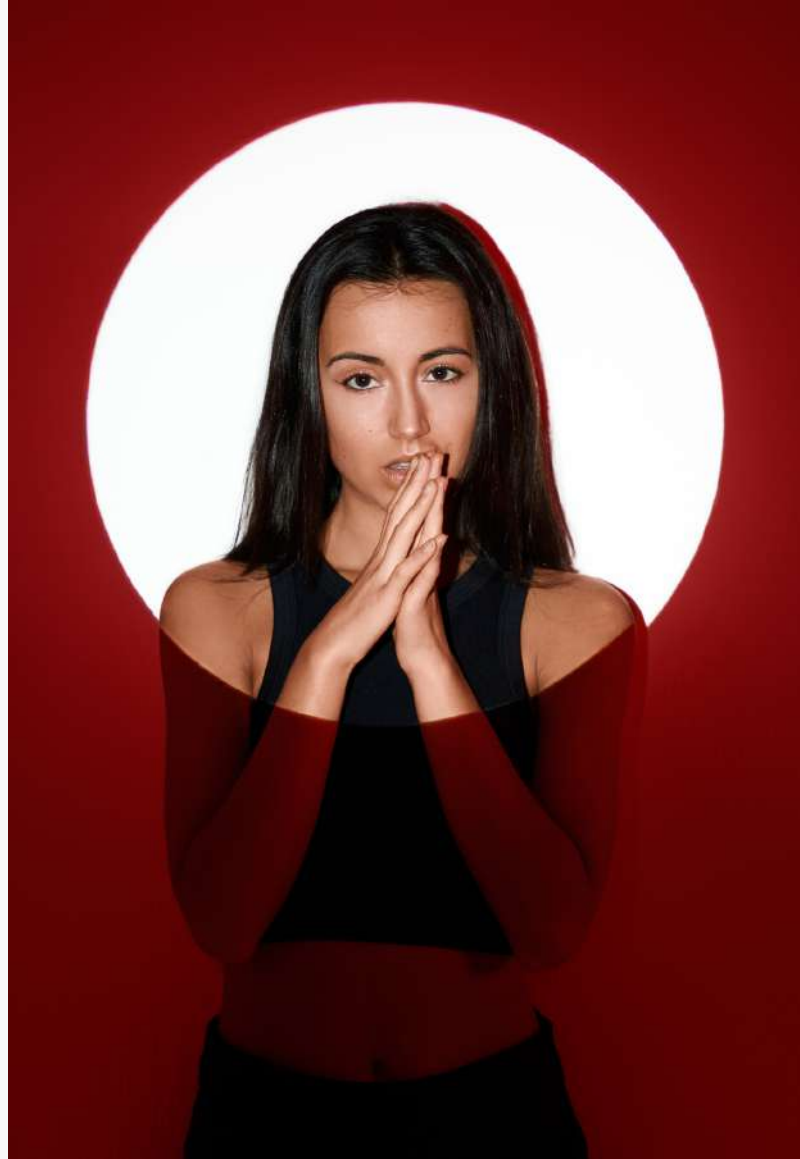
**- ELLIOTT ERWITT**

## Rule-Breaking Aesthetics

It challenges traditional rules of composition and aesthetics, fostering a space for rule-breaking and unconventional visual expressions.

## Subject-Centric Approach

Creative photography focuses on capturing the essence of the subject, going beyond surface-level aesthetics to reveal personality and character.



Alinto (left) | Ainhua (above)

## Mood Shapers

Through the manipulation of light, shadows, and tones, creative photography has the power to shape and evoke moods within a frame.

## Color Psychology

Creative photographers leverage the psychology of colors to evoke specific emotions or moods, using color grading and manipulation as powerful tools in visual storytelling.





“Emotions” (a personal photo series)  
ft. Ainhua





# SCREAMING ROOM

*Palastine Relief  
Exhibition*



# BEYOND THE FRAME

*of the individual*

In the advent of digital photography, creative portraiture experienced a renaissance in the late 20th century, allowing photographers to explore manipulation and post-processing techniques that were previously unimaginable in the analog era.

Today, creative portraits often involve collaborative efforts between photographers, models, makeup artists, and stylists. The fusion of different artistic talents & mediums contributes to the creation of visually compelling and multidimensional portraits.

## Creative Tools

Creative portrait photography emphasizes the individual's unique personality, allowing for a more personalized and expressive representation. This often creates a space for photographers to experiment with innovative techniques, compositions, and styles, pushing the boundaries of traditional portrait norms.

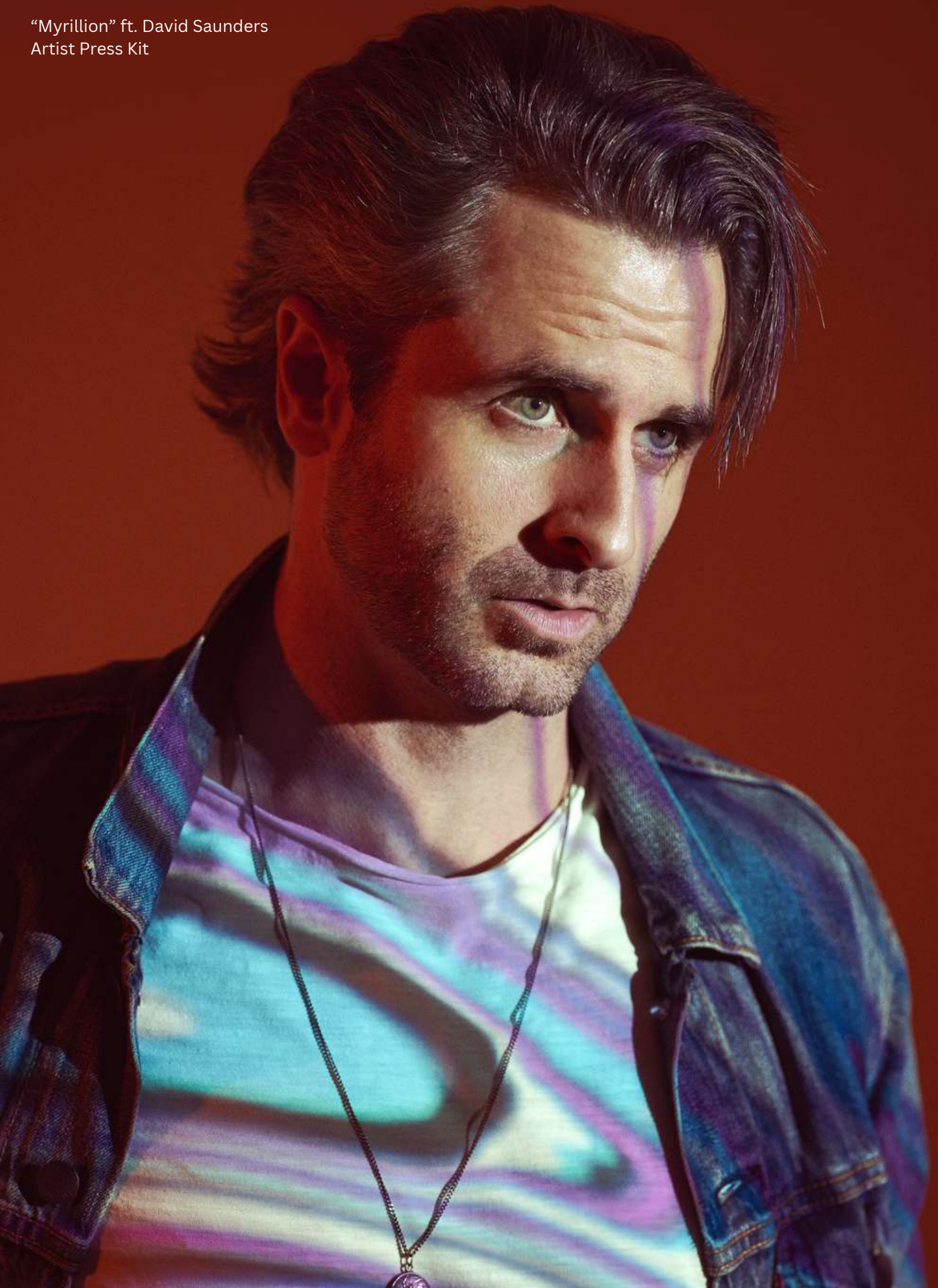


“Myrillion” ft. Leoné & David Saunders  
Artist Press Kit

Creative portrait photography is dynamic and ever-evolving, influenced by trends, technology, and individual artistic growth, ensuring a continual flow of fresh and inventive approaches.



“Myrillion” ft. David Saunders  
Artist Press Kit





# *Images that* **EMPOWER**

The commercial power of creative portrait photography lies in its ability to capture attention, evoke emotions, and create a distinct brand identity.

Visual content is processed faster by the human brain than text. Creative portraits serve as effective tools for communication, allowing businesses to convey messages, values, and brand stories in a visually engaging manner.





**"A PORTRAIT IS NOT JUST A VISUAL  
REPRESENTATION; IT'S A NARRATIVE, A  
STORY FROZEN IN TIME."**

**- IMOGEN CUNNINGHAM**



# LIFESTYLE IMAGES

*Urban Poetry*



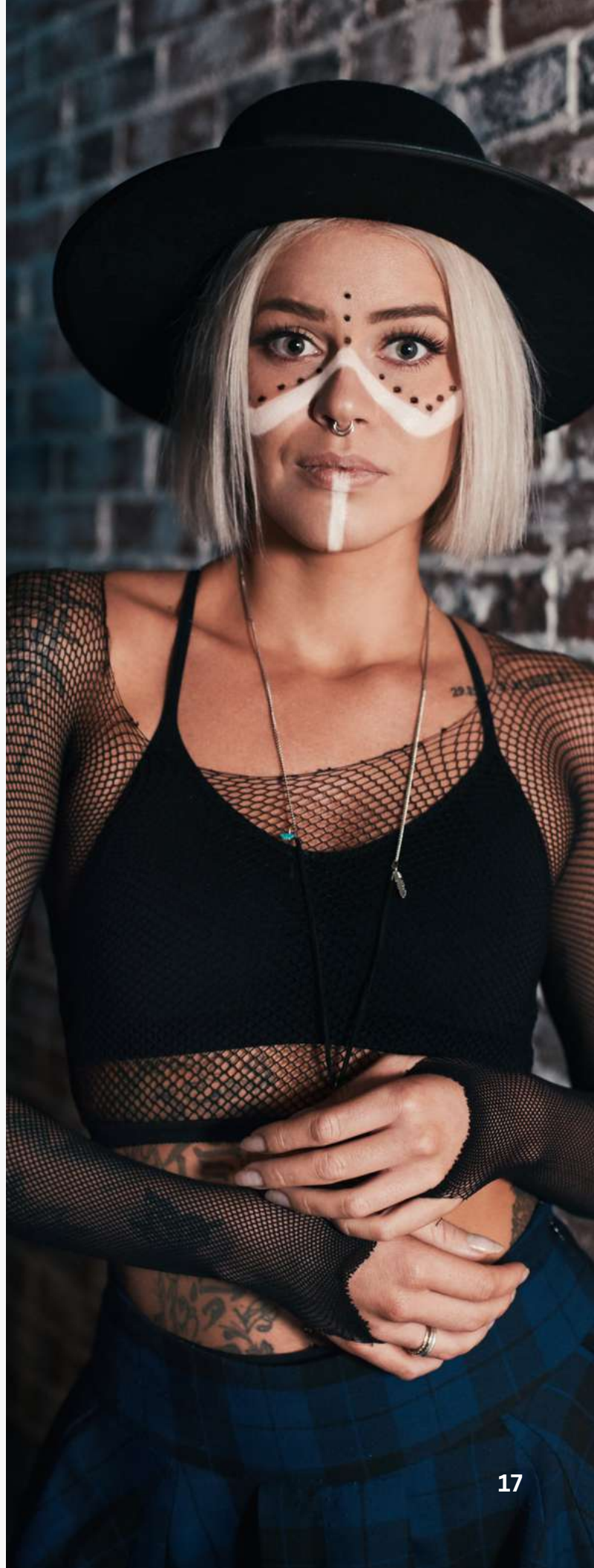




Nour Sunglasses (above) | Sarah (right)

# Lifestyle Portraits

In photography, posed lifestyle portraits skillfully blend intentional composition with authentic moments, capturing individuals in deliberately arranged scenarios that still reflect their genuine everyday essence. These portraits bring forth a curated elegance, emphasizing the intentionality behind each frame and contributing to a visual narrative that combines grace with the genuine spirit of the subject.







Bvulgari Catalogue Shoot (above)

# Popular for Branding

Successful posed lifestyle portraits often involve collaboration between photographers and clients. This ensures that the images authentically represent the subjects and their preferred aesthetics.

# Client Collaboration

Beyond personal use, businesses and influencers leverage posed lifestyle portraits for branding purposes, presenting a curated yet relatable image to their audience.



# Environmental Integration

Unlike traditional studio setups, posed lifestyle portraits incorporate real environments, whether indoors or outdoors, adding authenticity to the captured moments.

# Minimalist Direction

While poses are orchestrated, photographers often opt for minimal direction, allowing for spontaneous interactions and genuine emotions to shine through.

Château Dresses (below)



# Studio vs. On-Location

While studios remain a classic setting for posed portraits, contemporary trends see a shift toward on-location settings. This approach allows for a more dynamic backdrop and a connection to the subject's natural environment.







Hersheys Ramadan Campaign (all)

# Posed Lifestyle

In photography, posed lifestyle portraits skillfully blend intentional composition with authentic moments, capturing individuals in deliberately arranged scenarios that still reflect their genuine everyday essence. This approach adds a curated elegance to the visual narrative, highlighting the artistry of posing while preserving the unscripted charm of lifestyle photography.









PWC Lifestyle Shoot (above & below)



# LIFESTYLE PHOTOGRAPHY

*Documentary*





## Diverse Styles

Lifestyle photography comes in various styles, from documentary and photojournalistic approaches to more posed and stylized compositions.

## Everyday Chronicles

Lifestyle photography captures the beauty of ordinary moments, turning the everyday into extraordinary visual narratives.



The Boat Maker (left) | The Net Maker (above)  
Shindagha Portrait Sessions

## Digital Collaboration

The digital age has revolutionized lifestyle photography, allowing instant collaboration between photographers and subjects, ensuring real-time adjustments for the perfect shot.

## Snapshot Evolution

Lifestyle portraits evolved from the candid nature of snapshots, capturing genuine moments in a more intentional and artistic manner.



# *Emphasis on* **CONTRAST**

Low key photography often imparts a timeless and classic aesthetic, making it suitable for various genres, including fashion, jewelry, and luxury products.



Beyond its technical function, strategic lighting in low key photography becomes a masterful tool for infusing emotional depth into the scene. By adjusting light intensity and direction, photographers evoke specific moods that resonate with the product's narrative.





# PRODUCT PHOTOGRAPHY

*Crafted Reflections*



## Give the Product a Voice

In a world where visuals speak volumes, product photography plays the role of the backstage magician, transforming mundane objects into irresistible must-haves. It's not just about snapping a picture; it's about crafting a narrative that whispers, "You need this in your life." These carefully curated images are the VIP treatment for products, making them stand out and leave an indelible mark in the eyes and hearts of potential consumers.



The Daily Prep Co. Cups (above)

Product photography is the art of transforming ordinary items into visually captivating stars of the digital stage, crafting a narrative through strategic lighting, angles, and backgrounds.





## Focus on Personality

Product portraits aim to bring out the unique personality and characteristics of the item, treating it almost like a person with distinct traits.

## Macro Magic

Product portraits often involve close-up shots, allowing viewers to appreciate the finer details and textures of the item, creating a more immersive experience.

## Storytelling with Props

Props are often used to add context and personality to the image. They can help create a lifestyle narrative around the product and make it more relatable to the target audience.

## Minimalist Appeal

Product portraits often embrace minimalist aesthetics, allowing the focus to remain on the product without distractions.





# Studio Product Photography

The world of studio product photography showcases each item meticulously against a controlled backdrop that provides a clean canvas that draws attention solely to the product. This method, favoured by brands for its consistent and polished appeal, spans diverse product categories, from fashion to technology.



Tiffany & Co. Lookbook (left & above)

## Human Connection

Adding a model creates a human touch, making the product more relatable and fostering a connection between the consumer and the item. Additionally, models provide a sense of scale, helping customers gauge size and fit.







# ART DIRECTION

## *A Creative Fusion*



Al Majed Jewellery (above)  
Creative Fusion between various brands

Within the realm of studio product photography, the concept of art direction collaboration plays a pivotal role. It's not just about capturing a product; it's a dynamic fusion of creative minds working in harmony. The photographer, stylist, and often the brand's creative team come together to craft a visual narrative that goes beyond the ordinary. Art direction in this context isn't a mere guideline; it's an immersive collaboration where each participant contributes unique perspectives. The studio transforms into a playground for creativity, where ideas are exchanged, experimented with, and refined. This collaborative synergy ensures that the final images not only showcase the product but also convey a distinctive visual language, reflecting the shared artistic vision of the collaborators.





Al Maged Jewellery (above & right) - various brands

# Fashion Influence

Infusing fashion editorial influence into studio product photography unleashes a realm of artistic expression. Beyond conventional poses, it encourages experimental compositions, unique angles, and avant-garde styling. The model becomes a canvas for artistic interpretation, turning the product presentation into a visually dynamic and captivating experience. This approach not only highlights the product's features but also elevates the entire visual aesthetic, transforming the studio into a space for artistic collaboration and boundary-pushing creativity.









# STEPHEN GODENZIE

*Who & Why?*

## A little about myself ...

Since the beginning, my focus has always been on creating visuals that capture the real essence – beauty, elegance, strength, and energy – in every subject.

From navigating the controlled setting of a photography studio to embracing the unpredictability of the outdoors, I find my sweet spot in the uncertainty that defines my craft. I'm driven by the thrill of capturing those unseen moments, where light and shadows play together.

Through my lens, I aim to showcase the unique qualities of each individual, no matter if they're a professional model or an everyday person. I'm all about pushing boundaries, experimenting with lighting, and capturing people from a bold yet genuine perspective.

Throughout the process, I work closely with my clients – from planning to final delivery. I bring specialized tools for careful pre-planning and offer a personalized client gallery for review and proofing. It's not just about capturing a perfect shot, it's about creating something that's genuinely treasured.



**Stephen Godenzie**



# Contact Details



**Email**

[stephen.godenzie@gmail.com](mailto:stephen.godenzie@gmail.com)

**Website**

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

**Mobile**

+971 50 466 0417

**Instagram**

@godenzie

**Rate-card**

Available on request