

PRETTY LITTLE POSER

el Magazine

**ON THE
COVER**

**Stunning
Images**

**Photographer
PRETTY
PICTURES
PHOTOGRAPHY**

**EDITORS'
CHOICE**

**Photographer
PERFECT
TIMING
PHOTOGRAPHY**

**PEOPLE'S
CHOICE**

**Congratulations
to**

DEEPA & AVYAAN

VAIDA & MILA

and

JANA & PATRIK

SEPTEMBER ISSUE

Mummy & Me

An Interview With...

Cover Photographer

Pretty Pictures Photography

Please tell us a bit about yourself and your company

Hi, I'm Preethi Sriram, the photographer behind the scene to all the superstars you see in my pictures. I specialise in posed newborn photography, maternity, kids and families under the name of Pretty Pictures Photography, a belly to baby photography studio capturing all the brand new moments of parenthood and childhood.

I am an Internationally qualified newborn photographer, certified by the 'Accreditation Professional Newborn Photographers International' and listed amongst the members of the 'International Newborn Photography Association'.

We'd love to know what's in your camera bag?

I have a Nikon D750, and for the lenses, a 35mm f1.4 Sigma Art lens for in-studio sessions with Elinchrome DLite RX One lighting and a 135mm f1.8 Sigma Art lens with natural light and reflector for outdoor sessions.

What camera did you use to start your photography journey with vs the camera you use today?

I have always been a Nikon person since I owned a DSLR. I started with a crop frame Nikon D3000 way back in 2006, when I merely began photographing everything around me. Moved to a Nikon D7000 as I got a little more serious about photography. Now that I'm into the professional business of photography, I currently use a full frame Nikon D750.

What were the settings used for the cover image?

Aperture: F5.0, Shutter Speed: 1/160, ISO: 100, EV: +0.67, White Balance: 5000K.

Shot with a 35mm Sigma Art Lens and lit with Elinchrome D Lite RX One

Which do you enjoy more, shooting or editing? Why?

I enjoy shooting as it requires my 100% in terms of the way I pose, the angles I capture, the lighting on the subject and the overall mood of the picture.

NISHITHA & BABY

INDIA

PHOTOGRAPHER | **Pretty Pictures Photography**
Preethi Sriram

WEBSITE | www.prettypictures.in





If I get my shots right then there isn't much to edit. Especially with these kind of images, capturing the right moment, the right emotion that expresses the bond between the mother and child is so important.

What do you listen to when you're editing?

I'm mostly a music person and I like to listen to a lot of country music, old classics while I edit. I also drift to classic rock at times when I want to pump up my energy levels. However these days I'm enjoying certain podcasts on various topics from the photography industry.

What's your favourite time of the year to shoot and why?

Every season has its own charm, the freshness of summer, the colours of autumn and the coziness of winters. I love to create characteristic images pertaining to the season we are shooting in.

Do you still get nervous before a shoot?

I wouldn't say it's exactly nervousness, it's more about being anxious and excited as well. There is a lot that goes into planning a session and to meet expectations. Dealing with babies is never easy, ultimately they are the directors of the photoshoot session and we need to follow their cues. Being ready with backup plans is a good thing, but wanting everything to go as planned is what I hope for before a shoot.

So, it's a big bag of mixed emotions!

Where do you find your inspiration?

Infusing creativity into everyday life inspires me to come up with new ideas and concepts which I can use in my sessions. Meeting new people,

understanding their stories helps me plan their session. Every baby is different and every photo session is unique.

What advice would you give someone starting their photography journey?

Do what makes you happy, feel the passion and believe in the journey you have embarked. The rest will follow. Be patient and with each session you will improve. Work on your flaws and keep practicing. When it comes to creativity, get inspired and stick to your own style. Believe in supporting, helping and even learning from others. We are here to thrive, not as mere competitors but as a community creating beautiful images.

What other artists inspire you?

As an artist, my inspiration comes from the 7th century Dutch painter, Johannes Vermeer. He was a fine art portrait painter and to me I loved the way he would render the effects of natural light on his subjects and create those mind-blowing masterpieces. If he could do it from just light and paint, we have all the technology and equipment's necessary to be inspired to create something beautiful of our own.

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