

FOOD

PHOTOGRAPHY



ESSENTIAL

Photography is the prerequisite to any successful brand.
To ignore its importance is to underestimate your own value.

IMAGERY IS NOT JUST FOR VIEWING
BUT FOR REMEMBERING ...



... IT'S ABOUT REMINISCING AND RELIVING A MOMENT

SACHA FERRIER

MIXING BOTH A LOVE OF FOOD AND VISUAL IMAGERY

Originally my background was food, restaurants, hotels, and now it's photography ... no, in fact, it's both, an equal balance of understanding light and texture. Having studied photography and fine art, I approach each project according to its needs. For me, there are three key elements to an image ... Subject ... Light ... Camera. Attention to all three must be equal; to create imagery that not only fulfils your requirements but is visually stimulating, interesting, cost-effective and, above all, unique to you.





"IT'S NOT JUST ABOUT KNOWING FOOD ...

... BUT UNDERSTANDING HOW IT REACTS
AND WORKS OVER TIME"



STUDIO OR LOCATION

Working from a fully equipped studio in Barnsley, boasting plenty of natural light, props and backdrops, I can recreate virtually any mood you desire, from rustic eateries to fine dining. Alternatively, locations can be organised if a situation needs to be incorporated in order to create a specific effect.



ANDREW BACON | Culinary Development Innovation Manager | Kraft Heinz

We have used Sacha on many occasions because of his attention to detail, interpretation of briefs and creativity. His understanding of imagery and food enables us to create solutions which are efficient and cost-effective.

PROCUREMENT OF INGREDIENTS

Organising ingredients to arrive on a specific day can ultimately take precious time away from your schedule, I can, if needed, oversee this for you. All you need to do is arrive ...



HANDS AND EYES

All imagery is produced by myself using up-to-date advanced cameras, lighting and editing software. I have a trusty assistant, food stylist and, if needed, can provide a chef to prepare foodstuffs.





HERE OR THERE?

I always shoot tethered at the studio and on location where possible. This allows you to see the images in real time, aiding the process so that any amends are instant. Coordinating diaries can be difficult, so I can create a link, allowing you to remotely view images as they are taken.



SOMETHING DIFFERENT?

Away from the commercial food photography, you may need something a little different to fulfill a brief. This could be a piece of art to adorn the boardroom, social media assets, or simply a christmas/business card image. Whatever your needs I can create a stunning visual representation unique to you and your business.



KELDA WALL | Specifications & Packaging Technologist | Fletchers Bakeries

The bespoke image created by Sacha for our reception area not only represents us as a company, but is now the talking point amongst our clients. From initial idea to delivery the whole process was professional, well communicated and understanding to our needs.



MORE THAN JUST FOOD

Extending beyond the plate to capture the essence of a restaurant, bar or even factory, you may need more than just the food. I can take complete room shots, capturing often overlooked objects, which are inherent to your brand and identity.



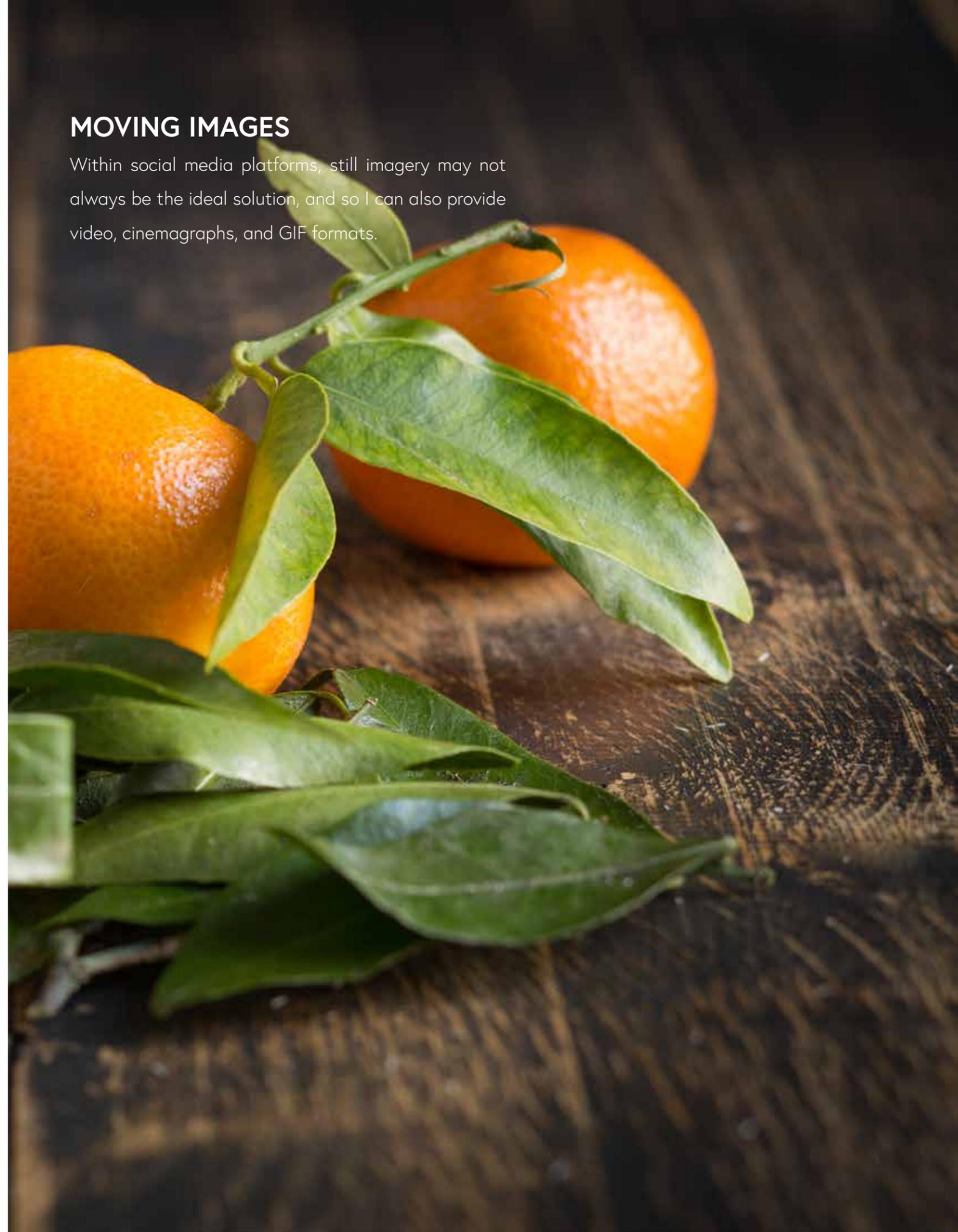
ADRIAN COOLING | Owner | Thyme Cafe Sheffield

I have used Sacha on many occasions, his flexible professional approach works perfectly, causing minimal disturbance to our business, while delivering excellent results.



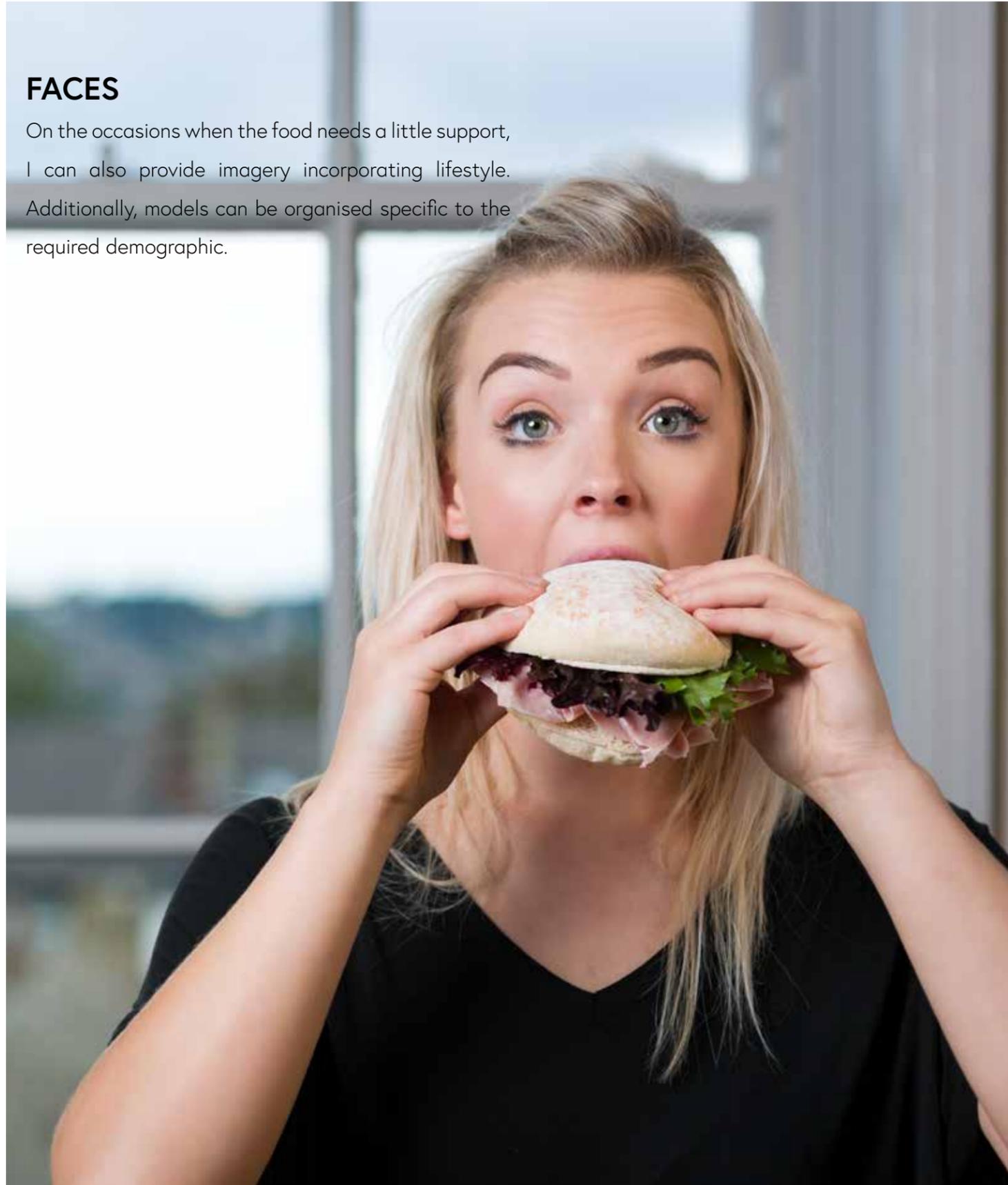
MOVING IMAGES

Within social media platforms, still imagery may not always be the ideal solution, and so I can also provide video, cinemagraphs, and GIF formats.



FACES

On the occasions when the food needs a little support, I can also provide imagery incorporating lifestyle. Additionally, models can be organised specific to the required demographic.



CONTACT AND DISCUSS

If you would like to discuss any image requirements that you may have, then please contact me directly.

M : **07917263910**

E : **sacha.ferrier@me.com**

W : **sachafferrier.com**

I will be more than happy to talk through options, pricing and offer a solution.





KEEP IN TOUCH

For more information about my work, projects, photography tips and other slightly interesting stuff.

 @artsachafferrier

 @artsachafferrier



SACHA FERRIER



With over 20 years' experience in the food industry, the decision to pursue photography in 2011 left me with only one regret ... and that is I didn't start earlier. Since that time I have specialised in commercial food photography, working with brands such as Heinz, Onken, Kara and Heck. Not only is food photography a passion, but art runs alongside. I have had numerous exhibitions throughout the UK and in 2015 achieved a Masters Degree for my work.



SACHA|FERRIER
FOOD PHOTOGRAPHY



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