

## WEDDINGS

### Memories

#### The Reason Photographers Exist



worldly and self conscious as parents sometimes are, but for their children who will in the fullness of time; want to see their parents when they were young.

For many people their main contact with professional photography is at a Wedding. For some families it may be the only time. My heart sinks every time I hear of Professional Photography being put aside for 'Uncle Bills Snaps', a few bottles to make a toast with, or for a slightly warmer honeymoon spot. Long after guests have forgotten if they were drinking Cava or Taittinger, long after many more hot holidays, many of these details will become unimportant. Couples may have even forgotten the address where they lived when they married. One thing that should have stayed with them is their Wedding Album.

That is something I know is always regretful to people, maybe not straight away, but always in the end. What price for memories?

Everyone reading this will have their own favourite images now firmly in mind, a son a daughter, a wife a husband, friends, lovers and those now lost.

Think also of those images so well known we all can visualise them. A couple kissing on a street in Paris (Robert Doisneau), man stepping onto the moon (Neil Armstrong), a terrified girl running down a road in Vietnam (Nick Ut)

Perhaps these three examples show man's passion, the positive power to achieve, but also the evil of the dark side of human nature, and remind us to work hard to find better solutions to world problems.

Memories are without a doubt the reason Photographers exist, the sublime observers of human nature. My best advice is to choose to have happy memories, try not to cut corners on your Wedding Photography, hire a photographer for that family party, buy the photograph offered to you at an event if it is attractive. Memory maker - the true aspiration of a good photographer.

I was pondering what particular subject to write about in this editorial, the effects of the recession on the Wedding industry (not as negative as many other industries), the increasing economic confidence that many have noticed during the late part of 2009, or another tip guide to do's and don'ts when trying to choose a Wedding photographer (and how to work out who may not be quite what they seem).

Instead I decided to focus on something much more emotive to everyone, our memories.

The most repeated words spoken to me during my working life are 'that's nice' followed by a smile. That will always be my lasting memory of my life as a Photographer, and one that makes me very happy knowing I've helped to show people to themselves in a way that pleases them, makes them feel good about themselves, hopefully in a way that future generations will also appreciate.

One of my early 'jobs' in photography was reproducing old photographs, long before digital photography and scanners, the value of people's memories was brought home to me then. Current generations seek to know their parents, their grandparents, their great great grandparents and so forth, even if only by image.

Without becoming too philosophical, we all have the desire to understand where we came from, in order that we may feel we understand ourselves and place in the world with greater clarity.

This is why Parents should always have some photographs taken with their children during portrait sessions, not for themselves, hectic,

