

## **Fotocommunity First-ever WorldConvention At photokina Sets The Stage For A Fantastic Finale**

*Europe's Largest Online Photographic Meeting Place Leads All-day Program of Four WorldClass  
Workshops By and For Photographers*

COLOGNE, GERMANY – September 22, 2008 – fotocommunity, the world's largest online meeting place ([www.fotocommunity.com](http://www.fotocommunity.com)) for photographic enthusiasts and pros to share ideas and inspirations, holds its first-ever [WorldConvention](#) Day workshops and party at photokina on Saturday, September 27, 2008 ([www.fotocommunity.com/info/Photokina2008\\_WoCo](http://www.fotocommunity.com/info/Photokina2008_WoCo))

Held in the Congress Centre North on the Koelnmesse exhibition grounds, [WorldConvention](#) Day targets those who want to learn from and share with the best. The four world-class workshops that comprise the day will be offered by internationally renowned photographers [Doc Baumann](#), [Robin Preston](#), [Michael Claushallmann](#) and [David Mecey](#). A fotocommunity party follows the day-long program, at which several thousand guests are expected.

*“We are extremely pleased to offer this exceptional program where the experts share their ideas, their tips & tricks and their passion. The desire to share is the basis of fotocommunity as well as the great strength of photokina, which was developed to connect consumers and professionals alike in their love of photography. [WorldConvention](#) day is an excellent way to wrap up it all up. We hope to see everyone there,”* says Andreas Meyers, founder of fotocommunity.

### **A World of Wisdom**

Each workshop during [WorldConvention](#) Day is approximately two and a half hours long, led by a well-regarded expert who demonstrates his know-how and shares valuable photography tips.

**Saturday September 27, 2008, 11 am - 1.30 pm**

### **[David Mecey's FotoFantasyCamp Mini-Seminar](#)**

**[\(powered by California Sunbounce\)](#)**



**About the workshop:** Photographer [David Mecey](http://www.davidmecey.com/) (<http://www.davidmecey.com/>) bases this session on his proprietary FotoFantasy, one of the premier photographic workshops in the world. Featured in [American PHOTO](#), David brings a select number of photographers together to a fantastic location for four days of intensive training in his style of lighting, posing, rapport with models, literally everything that makes up professional level photography.

**About the expert:** David began working with Playboy magazine in the fall of 1979, where he soon became a staff photographer and where he would continue working until 2002.

*More* 

During this period, he also expanded his photography to include fashion, beauty, and celebrity work for editorial and advertising assignments worldwide. This includes shooting Petersen Publishing's Sport magazine swimsuit issue four successive years, the final year would culminate with it broadcast on ESPN, ESPN-2, and PRIME TICKET, where he would serve as narrator & host.

**[Creative Photography and Photoshop - Beyond the Basics](#)**  
**[\(Robin Preston powered by Wacom\)](#)**.



**About the workshop:** [Robin Preston](http://www.nw-5.com/) (<http://www.nw-5.com/>) has designed this workshop to address the challenges of shooting in today's work environment of tight deadlines and long hours. This ultimate workshop for Photography and Adobe Photoshop will fast track you with creative know-how and bring you up to speed with the latest techniques, offering new solutions to common problems and delivering jaw-dropping results in minutes. Considered an absolute must attend event for photographers of all disciplines.

**About the expert:** Starting as a graduate of St. Martins School of Art London, Robin Preston currently shoots his own images and creates amazing effects for a prestigious, worldwide client list, including Ogilvy, TBWA, Saatchi and Saatchi Ad Agencies, as well as for clients Mercedes, Audi and BMW. His expertise in-depth knowledge of

Photography and Photoshop has led him to becoming an Alpha Tester for Adobe Photoshop CS3 as well as being a Senior Evangelist for [Wacom](#) Europe and Creative Influencer for [H.P.](#) leaving more prestigious partnerships with other leading manufacturers in the pipeline.

**Saturday September 27, 2008, 2 pm - 4.30 pm**

**[Basics of Consistent Assemblies](#)**  
**[\(Doc Baumann powered by fotocommunity\)](#)**



**About the workshop:** It is one thing to optimize photos during digital editing; it is quite another to assemble all of the photographed, painted or calculated elements to create a totally new visual world. [Doc Baumann](http://www.docbaumann.de/) (<http://www.docbaumann.de/>) reveals what is important to know and how to do this with various examples from his own works. This includes examples such as correct and detailed background separation, the handling of Photoshop masks and channels, correct perspectives, rendering of 3D objects, consistent lighting, construction of shadows and realistic handling of depth of field. You will learn what it takes when merging several objects or photos into one image and by doing so achieving visually convincing results without any discrepancies.

**About the expert:** Doctor Hans. D. Bauman (Doc Baumann) has worked as freelance book author, journalist and graphic designer since 1980. Widely published on digital picture processing and editing in various photo and computer magazines, he also has authored more than 30 books on these subjects. Since 2002 he has published [DOCMA](#) digital editing magazine together with [Christoph Künne](#), one of the leading magazines on the subject within the German speaking countries.

## Apple Aperture 2.1 - The Professional's Tool

(Michael Claushallmann, technology supplied by Apple)



**About the workshop:** [Michael Claushallmann](http://www.claushallmann.de/) (<http://www.claushallmann.de/>) offers the best introduction to the various functions of the best raw and picture management programs on the market today. Within this presentation you will get to know [Aperture](#) thoroughly, and experience such basics and various settings as shooting live directly into your computer; viewing and sorting results in minutes; creating books and print layouts; and making your own internet galleries for your homepage or archives. This presentation is for photographers seeking professional and effective work flow and want to work with only one complete solution.

**About the expert:** Michael Claushallmann has been working for years as a successful freelance photographer and photo designer in people, documentation and press work for various agencies and representatives. He is well known for speed and precision in his work and the ability to “feel the moment,” all of which is reflected in his work. His technical range comprises various film formats and digital systems to post processing and production on Mac systems.

### **Party With The Pros**

On Saturday evening, fotocommunity hosts a huge [WorldConvention](#) party to conclude what is sure to be a successful photokina event. Everyone is invited to celebrate with us all night long in the Congress Centre North, enjoying a delicious complimentary buffet and beverages, watching the presentation of the fotocommunity awards, and dancing the night away to your favorite hits, played by a great cover band. A fantastic finale to a great tradeshow. For more information: [www.fotocommunity.com/info/Photokina2008\\_WoCo](http://www.fotocommunity.com/info/Photokina2008_WoCo).

### **Fotocommunity Offers Special Price for the photokina & WorldConvention Day**

Fotocommunity offers reduced-price every-day tickets for the photokina (9 € instead of 28€) and tickets for the fotocommunity [WorldConvention](#) Day, which includes the hottest party at photokina; available at [www.fotocommunity.com/photokina](http://www.fotocommunity.com/photokina)

### **About fotocommunity**

One fotocommunity, five language versions, 750,000 members from all over the planet. What unites it all: the love of photography. Since the fotocommunity was founded in 2001, more than 12 million photos have been uploaded and over 70 million comments posted. Fotocommunity registers approximately 200 million page impressions per month. For more information visit: [www.fotocommunity.com](http://www.fotocommunity.com)

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