



Associazione di Bologna  
Unione Comunicazione  
e Terziario Avanzato



L'Unione Comunicazione e Terziario Avanzato di CNA Bologna, nell'ambito delle iniziative previste, ti invita a partecipare al seminario:

## Fotografare con lo smartphone

### Come e perchè

che si terrà:

**Giovedì 9 aprile 2015**

**dalle 17.30 alle 19.00**

**Cna Bologna**

**Viale Aldo Moro 22**

**Sala Biagi**

#### **Perché:**

Il principale obiettivo di questo incontro è quello di identificare le motivazioni e le opportunità che possono derivare da un utilizzo professionale di uno smartphone in chiave fotografica, sia dal punto di vista tecnico che da quello legato alle esigenze di un mercato in costante cambiamento.

#### **Argomenti trattati:**

Nuove opportunità per un mercato che cambia;

Fotografare con lo smartphone: lo stato attuale della tecnica (dati tecnici, software, accessori);

Alcuni numeri sulla fotografia realizzata con smartphone (Flickr, Instagram, community online);

I social per la fotografia da smartphone: una panoramica Instagram, Facebook, Flickr, 500px, Twitter, Google+, Pinterest;

Fotoritocco con lo smartphone: principali app, esempi e potenzialità;

Fotografia professionale con smartphone: alcune case history e valutazioni su opportunità e limiti;

Opportunità per un fotografo professionale ad essere sui social fotografici;

Quali sono i limiti che un fotografo professionale percepisce utilizzando uno smartphone come strumento di lavoro

#### **Relatori:**

**Claudio Mancini** *Consulente di marketing, comunicazione integrata, brand management*

**Paolo Niccolò Giubelli** *Sviluppatore di tecnologie e opportunità nel web*

**Bruno Faccini** *Art director, Fotografo e Video Maker*

**Stefano Stagni** *Fotografo*



FLIR ONE Thermal Imaging Case for iPhone 5/5s





IB-542 HookUpz Digiscoping Adapter iPhone 4, 4s, 5, 5s















Smoothee Kit with GoPro HERO and iPhone 5/5s Mounts



Back View

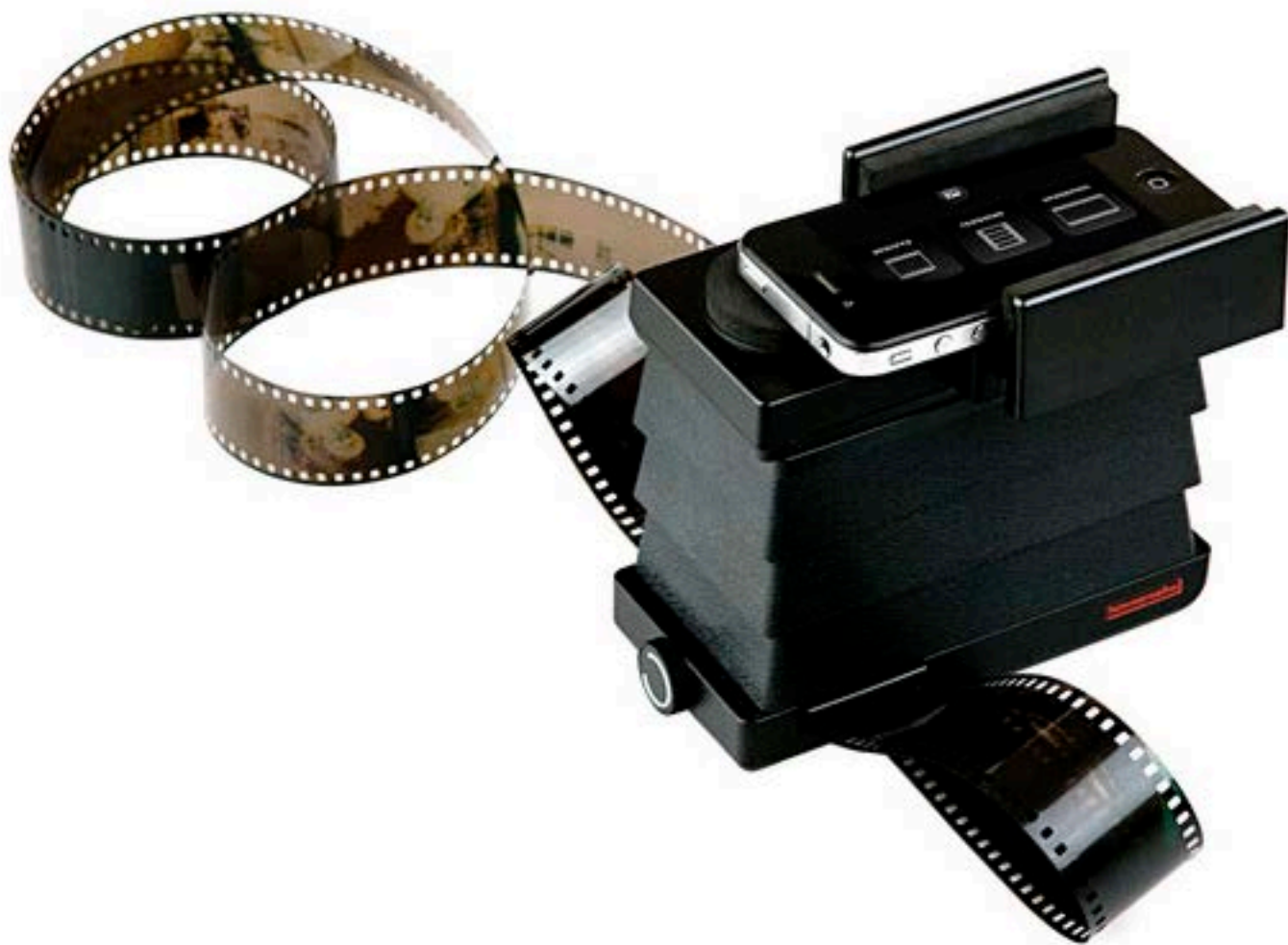


With Optional Mic and Tripod









Smartphone Film Scanner





4-in-1 Photo Lens for iPhone 5/5s + Quick-Flip Case (Red Lens with Black Clip & Translucent Black Case)





Filmmaker Pro Pack With mCAMLITE for iPhone 6 Plus



iPhone 5/5S Astrophotography Adapter for X-Cel LX Telescope Eyepieces



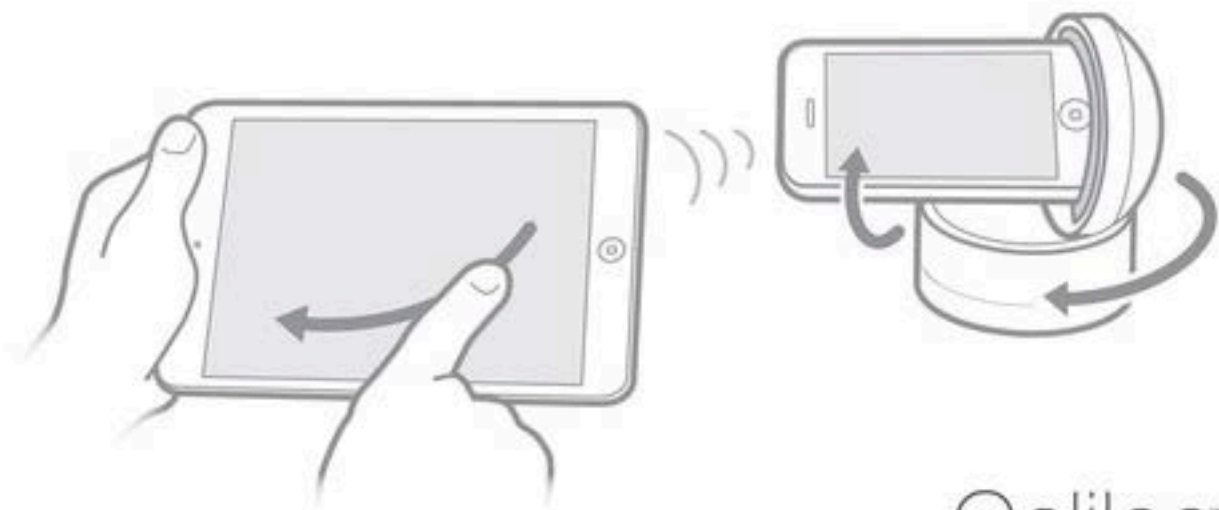
*Simply place the product under the Nimbus dome*



*One finger takes the photo while Nimbus holds the smart phone steady*







Galileo™  
Robotic motion control  
for iPhone













Back View (Accessories not included)



iPad Air Padcaster Kit



DSLR Mount In Use (Accessories not included)











Daylight Viewfinder for iPhone Photography



iPix A4 Underwater Housing for Samsung Galaxy S4 (Black Graphite)









FR-310 SHOTGUN MICROPHONE

BRACKET

PHONE HOLDER

BALL HEAD

3.5MM CABLE











Grip Kit for iPhone (Black)



KLYP Case for iPhone 4/4S + ML240 LED Light + POCKET Tripod



Video Visor Eye-Level Viewfinder for iPhones, Point and Shoot Cameras, and Camcorders













# Smartphone Photojournalism, with Michael Christopher Brown

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By Eric Reichbaum | 11 months ago



Michael Christopher Brown is a Magnum photographer who has shot multiple stories for *National Geographic*, and was a subject in an HBO documentary about photojournalism. Currently, he's on an assignment in Africa, but was kind enough to answer a few questions about the benefits and drawbacks of using a smartphone to capture images in the field.



# Photojournalist Ben Lowy explains why he uses an iPhone

Erin Lodi | Published: Feb 5, 2013 at 15:59 UTC

81

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*Photojournalist and iPhoneographer Ben Lowy is known for his work in conflict zones and has been awarded the World Press Photo, the Magnum Foundation Emergency fund and the ICP Infinity Award for Photojournalism. ©Benjamin Lowy*



©Benjamin Lowy/Reportage by Getty Images

# Shift in power: David Guttenfelder on the impact and importance of smartphone photography

written by **Olivier Laurent**

David Guttenfelder ended 2013 with the title *Time Magazine's Instagram Photographer of the Year*. "The veteran photojournalist is a seven-time World Press Photo award-winner," wrote *Time's* senior editor Ishaan Tharoor. "He has traveled the world for the Associated Press, covering wars, elections and natural disasters in over 75 countries. But in 2013, Guttenfelder, the AP's chief Asia photographer, won over a new audience after he became one of the first foreign photographers to be granted the ability to work in North Korea. And he featured some of his most striking, intimate pictures from the Hermit Kingdom on Instagram."

Guttenfelder's 'behind-the-wall' Instagram photographs of North Korea have been published across the world in publications as prestigious as *National Geographic* and *Wired* – bringing his follower count on the image-sharing service to 281,000. He is, by far, the most popular traditional photojournalist on Instagram and, he admits, it has come as a surprise. "It's moved very quickly," he tells *FLTR* in a Skype interview. "I first started using a smartphone on a military embed in 2010. We put the images on the wire and the reactions were mixed. Some journalists said: 'I usually like this guy's work, but what was he thinking?'"

As Superstorm Sandy bore down on the Eastern Seaboard, *Time* magazine's director of photography, Kira Pollack, had a snap decision to make about how to document the impending chaos. "We came in Monday morning [October 29, 2012]—Sandy hit Monday night," Pollack says. "We really didn't know what would happen: whether the power would go out, or how we would file images."

The solution? Pollack's team contacted five photojournalists and handed them the keys to *Time*'s Instagram feed, granting unmediated access to the magazine's presence on the social-photography platform; the images would also appear on [LightBox](#), the magazine's photography blog.

"I had immediate access to hundreds of thousands of viewers," photographer Michael Christopher Brown says about shooting the assignment. "There was this tremendous sense of power, as I was both a photographer and an editor, able to reach an audience faster than any wire service."

## FIRST VIRAL PHOTO

## UNFAIR USE



## INSTAGRAM TAKEOVER: MUHAMMED MUHEISEN IN ZAATARI AND PAKISTAN



Lowy and Brown are no strangers to chaos in the field. Each specializes in conflict photography, where, they've found, smartphone technology adds a layer of flexibility and freedom to their journalism. "In Libya, everyone used phones to take pictures and videos, so what I was doing was no different," Brown says.



Michael Christopher Brown © Michael Christopher Brown





© Richard Koci Hernandez



Hernandez was an avid Lomo and Holga user before he embraced the iPhone, and he thinks the smartphone's shortcomings—like poor low-light performance and lack of manual controls—are small sacrifices to make for the ability to edit and

Veteran sports photographer Brad Mangin brought that look to the print pages of *Sports Illustrated* when the July 23, 2012, issue included a three-page spread comprising 18 Instagram baseball images that he took during spring training and the regular season.





**Kirsten Alana** © Kirsten Alana



Kirsten Alana, a travel photographer, blogger, and social-media consultant, fell into iPhone photography thanks to an equipment malfunction. "My 5D Mark II had a bad water encounter," she says. "So I decided to travel light and carry less equipment, testing myself to see if I could still capture images good enough to submit to editors."

# Head-On Collision: Photography Legends Test Drive Google Glass

By Matthias Krug and Hilmar Schmundt



Natan Dvir / DER SPIEGEL

**Elliot Erwitt and Bruce Gilden are street photography legends who use Leica cameras and black and white film as their weapons of choice. When they meet Google Glass for the first time, it feels like a head-on collision between old masters and new technology.**



Natan Dvir / DER SPIEGEL

Gilden photographs three generations of the Meyer family from Ohio after their shop at Tiffany. "You don't take good pictures with a camera," he says. "You take them with your entire personality."



Natan Dvir / DER SPIEGEL

Elliott Erwitt photographs a hip-hop dance performance in Central Park.

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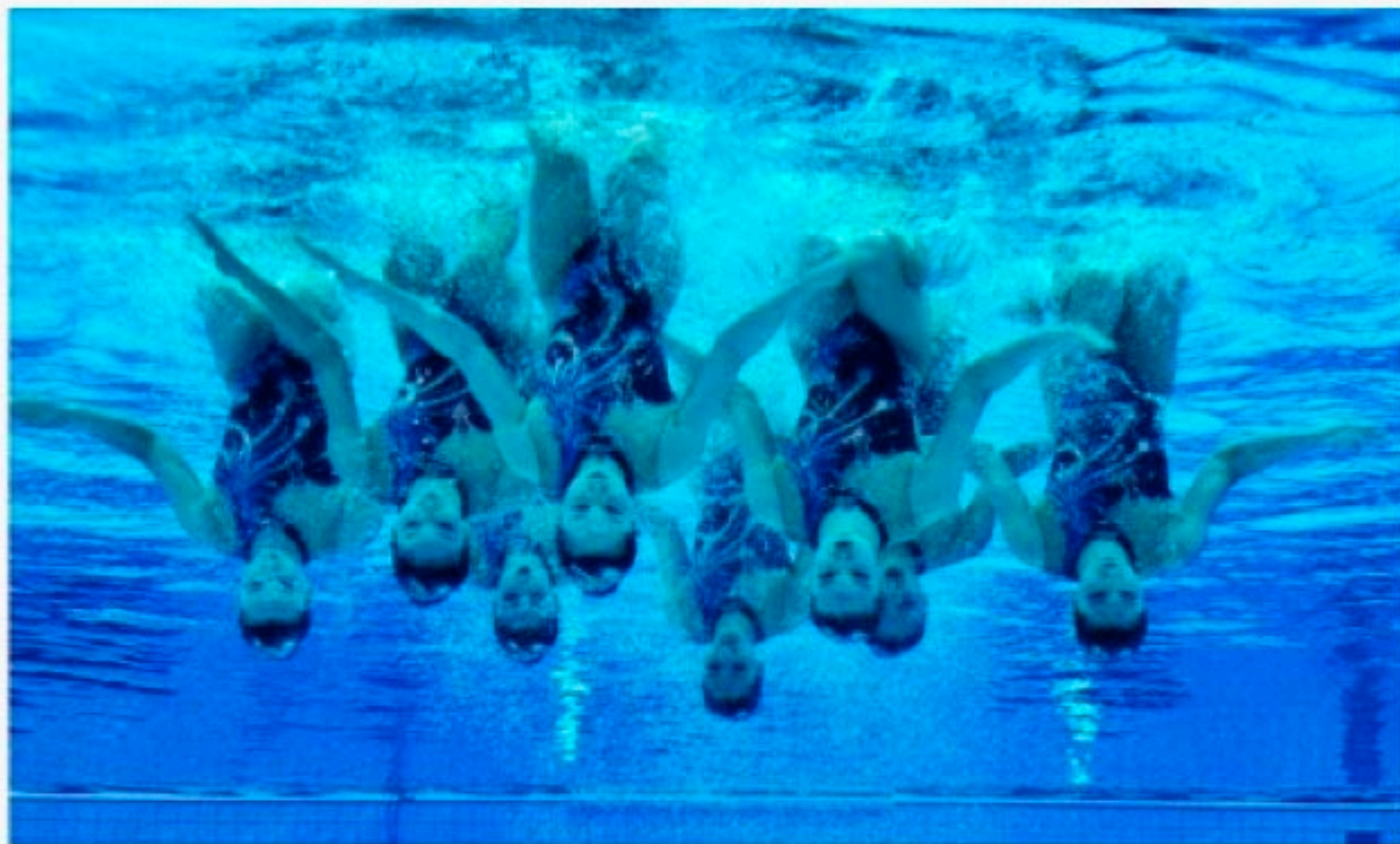
Natan Dvir / DER SPIEGEL

Erwitt uses Google Glass to shoot pictures of a woman taking a family portrait. "Google Glass might be nice for keeping a picture diary," he says. "It's good for pictures, but not for photos."



# Dan Chung's Olympic smartphone photoblog

● 2012 has been the year that smartphones have started to dominate the world of still photography. Kodak has fallen apart, the cheap digital camera market is in decline, Facebook has offered \$1 billion for Instagram. How would a smartphone camera in the hands of a professional photographer perform during this year's biggest sporting event? Follow Guardian photojournalist Dan Chung as he captures the London 2012 Olympics using smartphones ● Reading on mobile? [Click here](#)



📷 The Russian Federation team compete in the synchronised swimming technical routine. Photograph: Dan Chung/iPhone 4S/Snapseed

2.35pm

14:35



📷 Bolt (R) and Blake celebrate the Jamaican team's gold medal in the 4 x 100m men's relay - the final athletics event in the Olympic stadium. Photograph: Dan Chung/iPhone 4S/Canon binoculars/Snapseed



2.35pm

14:35



📷 A fisheye view from my position in the photographers stand at the Olympic stadium tonight. Photograph: Dan Chung/iPhone 4S/Schneider lens/Snapseed



2.35pm

14:35



📷 Sandra Richards Ross crosses the line in the women's 4 x 400m relay at the Olympic stadium. Dan Chung/iPhone 4S/Canon Binoculars/Snapseed



2.35pm

14:35



📷 Sandra Richards Ross takes the baton for Team USA as they head to gold in the women's 4 x 400m relay at the Olympic stadium. Dan Chung/iPhone 4S/Canon Binoculars/Snapseed



2.35pm

14:35



📷 There's a fair amount of hardware here: Lucy Nicholson of Reuters sets up one of her many remotes in the Olympic stadium this evening. Photograph: Dan Chung for the Guardian



2.35pm

14:35



📷 This is me setting up a remotely triggered iPhone hiding in between all the big pro cameras on the main photographers stand. Putting up a remote camera gives photographers the option to be somewhere where they might not be able to stand.



2.35pm

14:35



📷 Dan Chung takes photographs using a smartphone during the track cycling events at the Velodrome. Photograph: Tom Jenkins for the Guardian





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100°



# IMMERSIVE 360° VIDEOS



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COMPATIBILITY

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HEADSET**



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IPD**



**FOV  
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