

what is atmos^here?

Put simply, the idea is to add broadcast quality soundscapes (ambience/sound effects) to professional photographs. For digital marketing/commercial use, the images and sounds will combine as a slide show to form a story or simply act to create more of an atmosphere for the viewer than just a photograph ever can. I want the viewer to feel as if they are 'there'. To hear the sounds that associate with what they are seeing. For businesses, it's not just selling a product but selling an atmosphere. For me personally, I'd like to combine soundscapes with my landscape images and exhibit them in a gallery space. Something that is already in the planning stages.

I believe that the combination of audio and photograph will create this atmosphere for the viewer... a real sense of being somewhere, an immersive experience. Music and sound often act as a reminder of a certain time in our lives and photography is the only way to capture a moment in time forever. The combination of both image and audio act to awaken both sight and sound senses leaving the viewer immersed, rekindling happy memories and wanting to revisit the places they had these experiences.

The idea was born during a recent visit to a photography exhibition in a country barn... I was looking at an image of marshland and all of a sudden, with the barn door open, I was aware of bird song in the distance... I found myself shifting between the image and the sound of the birdsong, actually imagining the bird could be in the image in front of me - the combination of both felt right and made me feel even more immersed in the photograph, it made me look harder.

Why not video you ask? I think video is something you have to follow, you don't necessarily concentrate on the sound or the image but both together. With atmos^here, I think people will drift from picking up sounds and then spotting new things in a photograph.

After having worked in the broadcast sound industry for a number of years, I thought it would be a great way to combine my knowledge of sound equipment (microphones and audio recorders) with my passion for photography.

how does it work?

I've trialled the idea digitally using my own landscape photography combined with an audio recording of a local quay.. also one other project to show commercial potential creating a story from a coffee shop.

Samples can be seen on the atmos^here twitter feed here > www.twitter.com/atmos_here

After an initial meeting to discuss ideas, I'll visit your place of work with my camera to take some professional images of your premises. I'll also bring a professional audio recorder and surround sound microphone to capture the sounds that will go together with the still images. An example of this could be images of empty tables set for lunch/dinner at a quiet time juxtaposed with audio of a busy lunch or dinner service. Another idea could be that the final slide show features the creation of a dish from hot plate to dinner plate. We want to give the viewer an opportunity to imagine something or being somewhere. Perhaps things they don't normally see or hear.

Once the photographs are taken and audio is recorded, they are edited and then put together digitally to create the atmos^here. The final piece is only 1 minute to 1 minute 30 long, perfect for social media or website usage. The editing process is relatively quick and takes approx 1-2 weeks.

To book an initial meeting or for further information, please email:
info@joncliftonphotography.com