

ICELAND

Northern Lights and Hidden Gems

10 Days
of Adventure
with Expert
Peter Eastway

better



moments

PHASE**ONE**

E X P L O R E R

Better Moments means Photography with passion



Thanks for choosing Better Moments for your next adventure workshop.

Better Moments was founded in 2011 by Philip Boissevain and me, two experienced veterans of the international professional photography industry. We met when working at Hasselblad, Philip as the Global Marketing Manager and me as the Global Photographer Relations Manager.

Today Better Moments has become the leading photo workshop platform organizing high-end workshops for photo enthusiasts worldwide.

You will learn from the world's most experienced photographers within their fields to refine your personal style and sharpen your technical skills. Additionally, we want you to share your excitement for photography and enjoy great moments in life. And we want you to explore your passion and expand your photographic skills and vision.

Better Moments mission is to deliver exclusive workshops in landscape, wildlife and travel photography at unique locations around the world. I want you to explore your passion for photography and work and earn from the world's most renowned photographers who all have excellent teaching skills, local knowledge and experience.

Photography with passion,
Christian Nørgaard

**better
moments**



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Christian Nørgaard

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Photo above by David Trud

Cover photo by Peter Eastway

Discover
the future of
photography at our
exclusive Iceland workshop



Better Moments & Phase One **EXPLORER** Iceland

BETTER MOMENTS & PHASE ONE EXPLORER is your gateway to working with top of the line equipment from Phase One, while simultaneously exploring one of the most scenic destinations on the planet. **We provide guests with free exclusive access to the power and versatility of the Phase One Premiere XF Camera System and Capture One soft-**

ware, as well as continuous support and training from both Phase One experts and award-winning Better Moments photographers. This workshop offers you the opportunity to learn, discover and explore the dramatic landscapes of Lofoten together with passionate and like-minded enthusiasts, using the best photographic equipment on the market.

All our guests will receive – for free – exclusive Phase One equipment, software and training for use during this workshop, including:

- Premiere XF Camera System sent directly to your private address for training before the workshop
- One-to-one Master Class with a Phase One expert prior to departure and after ended workshop
 - CaptureOne Software training and support before and during workshop
- Follow-up training and support from Phase One after completion of workshop

PHASE**ONE**

what the world's best photography is made of











Northern Lights and Hidden Gems

This is the land of Aurora and fire and ice. A land of spurting geysers, glaciers, boiling mud pools and waterfalls. Its mysterious landscapes is an inspiration for many artists and photographers, who have a great passion for landscape photography.

The land is densely populated, pure, unpolluted and hold truly magical stories and is an adventurous playground for passionate photographer.

AERIAL PHOTOGRAPHY

Better Moments was the first to organize workshops in aerial photography in Iceland. For years, we have been shooting over the most scenic spots so don't miss this unique opportunity to photograph Iceland from above together with the best. As we are relying on good weather, we cannot say in advance when and where we will arrange the aerial photography workshop, however, we will ensure that you will take home some wonderful landscape shots. This offer is optional, hence, if you wish to join this particular workshop please let us know in advance. The price depends on the number of guests and location. Therefore, you can sign up and subsequently cancel if the workshop is outside your travel budget.

ICE CAVE

This excursion and workshop is an opportunity to experience Iceland's beautiful and dramatic ice caves. We will try to arrange a trip where we arrive at the cave early and before other guests to make sure we can photograph without disturbing elements in our pictures. This offer is optional, hence, if you wish to join this particular workshop please let us know in advance. The price depends on the number of guests and location. Therefore, you can sign up and subsequently cancel if the workshop is outside your travel budget.



Expand With Passion

Better Moments' mission is to deliver exclusive workshops and we want you to explore your passion for photography and work with one of the best photographers, Peter Eastway.

■ HIGHLIGHTS

- Shooting the steep basalt cliffs of Arnarstapi and the motion of the sea.
- Exploring the basalt cliffs of Reynisfjara and off the vast cliff Dyrhólaey.
- Evening and long exposure shooting of the transparent icebergs floating in the glacier lagoon Jökulsárlón.
- Explore the amazing waterfalls at Hraunfossa.
- Experience Iceland's two most amazing coastlines.
- Opportunity for aerial photography by helicopter and experience the beautiful and dramatic ice caves.

■ WHAT YOU WILL LEARN

- You will learn how to approach the unique challenges of landscape photography and how to capture spaciousness, dynamic energy and the simplicity of natural landscape photography.

■ ON LOCATION

- Teaching and training in the best techniques and personal hints and advise.
- Composition and focus on lines, golden section, perspective, foreground.
- Work in different lighting and with short/long exposure times and aperture.
- How to handle equipment with care on location.
- P □ rivate hands-on lessons that can help taking your photography skills to the next level.

■ IN CLASSROOM

- Expert review and constructive criticism of the images taken during the day.
- Workflow in Photoshop and/or Lightroom.
- One-to-one Portfolio Review.
- A Better Moments Certified Photo Instructor is available during the entire workshop to offer assistance with camera settings, the basics of composition, guide and help in general.

PRICE & BOOKING













Upstairs with Peter Eastway



PHOTO BY PETER EASTWAY

Peter Eastway is a contemporary Australian photographer who is known internationally for his landscape and travel photography. He also shoots editorially, selectively in advertising and portraiture. For more than 30 years, Peter has been involved in photographic magazine, establishing his own title with Australia's Better Photography Magazine, in 1995. Today it is one of Australia's leading photography magazines.

INTERNATIONALLY RENOWNED

His work has been exhibited and published internationally and he is the author of Lonely Planet's Guide to Landscape Photography, as well as having his work featured on the cover of the Lonely Planet's guide to Australia and in articles in the Qantas inflight magazine, and in an Apple television commercial.

He has worked with Phase One cameras, researching and promoting its high-end medium format cameras and Capture One raw processing software. And he featured in the television series Tales By Light as seen on the National Geographic Channel, produced in partnership with Canon Australia.

Peter Eastway is a Master of Photography and an Honorary Australian Institute of Professional Photography and Honorary Fellow of the New Zealand Institute of Photography. He has won the 1998 AIPP Professional Photography Award. He is also a member of the ND5 Ninety collective with Michael Fletcher and Les Walklin. He won the 2010 Order of Distinction and the 2011 WPPI Print Competition in Las Vegas, USA. He was named Professional Photographer of the Year 2010; Landscape Photographer of the Year 2013.

**"How do you become
a photographer with
a million dollars?
Start out with two
millions!"**

Peter Eastway

is an AIPP Grand
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A NEW TRADITION

Peter's early landscapes were primarily black and white, carefully printed and toned, but with the advent of digital photography, he is taking a leading role internationally in creating a New Tradition of high quality landscape imagery. Peter speaks nationally and internationally on topics including landscape photography, Photoshop techniques, publishing and the business of professional photography.

"Many people think professional photography would be a great way to earn a living, and they are right. But too many forget the first word – professional. My advice to newcomers would be to do a business course before starting a career as a photographer. Here's a quick joke: How do you become a photographer with a million dollars? Start out with two millions!" Peter say in an interview to Tristan Jud / Raw.

STILL SURFING

"I love surfing and when I was young, I wanted to photograph my friends surfing as well. In fact, I couldn't understand why people photographed anything other than surfing, but my views on that have now changed." At 57 years of age, Peter still rides a short surfboard, believes two skis are better than one, and in case you're buying him lunch, he is vegetarian.

Peter Eastway Major Awards Summary

2013 NSW Landscape Photographer of the Year
2010 NSW Professional Photographer of the Year
2010 NSW Landscape Photographer of the Year
2010 NSW Commercial Photographer of the Year
2009 Kodak Award of Distinction, WPPI
2009 1st, 2nd, 3rd Landscape Category, WPPI,
Commercial Category
2008 Grand Award, WPPI, Commercial Category
2007 New Zealand Overseas Photographer of the Year
2006 AIPP Grand Master of Photography
2005 Grand Award, WPPI, Commercial Category
2004 AIPP Australian Illustrative Photographer of the Year
2004 NSW Professional Photographer of the Year
1998 AIPP Australian Professional Photographer of the Year
1998 AIPP Australian Landscape Photographer of the Year
1996 AIPP Australian Professional Photographer of the Year
1996 AIPP Australian Landscape Photographer of the Year
1996 NSW Professional Photographers of the Year
1995 AIPP Australian Landscape Photographer of the Year
1995 NSW Professional Photographer of the Year
1995 Master of Photography, AIPP
1986 Kodak Achievement Award
1986 Associateship of the AIPP







GUESTHOUSE 1X6



Itinerary

DAY 1

■ ARRIVAL IN REYKJAVIK, ICELAND

Better Moments and Peter Eastway will meet you at our hotel in Reykjavik for dinner and give you a detailed briefing on the coming week and workshop.

After a nice welcome dinner, we present our program as well provide you with our best advice on equipment usage and important location details.

Tonight ends with an image show of Peter's best work from Iceland.

DAY 2

■ SNAEFELLSNES, BASALT CLIFFS AND BLACK PEBBLES

Departure for Snaefellsnes. There, we stay at a hotel on "the cliffs" overlooking the Northern Atlantic.

We will shoot the steep basalt cliffs of Arnarstapi and the motion of the sea. Just a few kilometers north are the huge sea stacks and lava formation of Lóndrangar. We will also be shooting along Djupalónsandur Beach with its black pebbles and cubistic basalt walls.

After dinner, Peter will give an entertaining lecture about his outstanding work as a landscape photographer.

DAY 3

■ SNAEFELLSNES AND AURORA BOREALIS

This day is set to explore one of the world's most dramatic coastlines. We will photograph from selected viewpoints and eventually make our way down to the lava beach itself. In short, this will be a wonderful day with unmatched opportunities to capture the mighty coastline.

We have an almost – secret place – which we always visit when we are here: lush and deep green lava fields that form a wonderful foreground to the surrounding snowy mountains. With a little bit of luck we may catch the northern lights when they dance around the mountain peaks.

After a nice dinner, Peter will review images shot during our workshop and also introduce you to his workflow of editing his pictures.

DAY 4

■ MAGICAL BRÚARFOSS AND MAJESTIC GULLFOSS

Departure from Snaefellsnes. A full day shooting waterfalls. First stop at the complex system of waterfalls at Hraunfossar. Hraunfossar is a series of waterfalls formed by rivulets streaming over a distance of about 900 metres out of the Hallmundarhraun, a lava field which flowed from an eruption of one of the volcanoes lying under the glacier Langjökull.

After lunch and a draw we hike we get to Brúarfoss. Brúarfoss is a relatively small waterfall compared to many of its Icelandic counterparts, but its diminutive size does nothing to take away from its staggering hidden gems.

In the evening photo shoot Aurora Borealis at the gigantic waterfall Gullfoss.

DAY 5

■ THE DANCING LIGHTS - HUNTING FOR AURORA BOREALIS

In the early morning, when the soft light hits the face of the majestic and mighty Gullfoss waterfalls, will we be there to capture this unique scenery. The rest of the day we explore the great landscape around us.

We all meet after dinner to work on our images. Peter will give one-to-one support on framing and post production.

DAY 6

■ GREAT SCENERY, A VOLCANO, HÁIFOSS WATERFALL AND GJÁIN CANYON

In the morning, we will drive through the scenic landscape our way to Gjáin and Háifoss. We move on to dirt roads and eventually barely discernible tracks across the pitted lava and ash plains in the shadow of Hekla, one of Iceland's more active volcanoes.

We will enjoy our picnic lunch around the Háifoss area. Háifoss is one of the most impressive waterfalls of Iceland, which plunges 122 meters into a deep gorge. After lunch and shooting, we will drive through the scenic landscape to Gjáin, a picturesque canyon in Tjorsardalur.

After dinner, Peter will review images shot during our workshop and share his knowledge on editing workflow.

DAY 7

■ CHASING WATERFALLS - THE DOOR HOLE

Today we shoot waterfalls of the Skógafoss and Snaefellsnes. We will spend the afternoon on the basalt cliffs doing an evening shoot at the cliff Dyrhólaey. Two of our favorite spots in Iceland. The view is stunning, the water is impressive glacial water visible; to the east, the columns of the lava out of the sea are visible. In the west, the whole landscape is out. In front of the sea, there is a gigantic lava tower in the sky gives the peninsula (meaning: the hole in the door-hole).

DAY 8

■ JÖKULSÁRLÓN - FAMOUS GLACIER

The extraordinary Jökulsárlón is the largest lake in Iceland. It is situated at the south end of the Vatnajökull between the Skógafoss and the Vatnajökull. In the area in Vatnajökull Park and the town of Höfn we will spend the afternoon on the coast where the waterfalls are photogenic icebergs in the fjord. We will do photography during the light conditions, the water is cast with dramatic light. After dinner, evening of the shimmering water in the lagoon coastline.

PRICE & BOOKING



WATERFALLS AND ISLANDS

at the mighty Seljalandsfoss. We spend the afternoon exploring the area around Reynisfjara and the black sand beach. We will have a photo shoot of the vast landscape. This is one of our favorite spots in Iceland as the contrast between the black sand and the green moss is beautiful. To the north, the landscape changes to the highlands. We will visit Mýrdalsjökull and the black lava fields. We will also see the Reynisdrangar peak and finally, to the south, the coastline stretches along the peninsula, with the black arch of the sea, which is the name of the archipelago. The island is named after the

ÞÓR - THE GLACIAL LAGOON

glacier lagoon is the largest glacial lake in Iceland. It is situated at the foot of the glacier Vatnajökull. The area is a national park and is part of the Vatnajökull National Park. We will spend the day along the coast, where the mighty and powerful waves are forming in the fjords. We will organize our trip depending on the weather, e.g. if it is overcast or if the skies are clear.

Evening photo shoot of the icebergs floating in the lagoon and along the

DAY 9

■ ICE CAVE TOUR TO VATNAJÖKULL OR INSPIRING CLASS IN PHOTO EDITING

This morning's activity is optional: there is a possibility for a three-hour guided ice cave tour to Vatnajökull for those who are interested. There is also the opportunity to participate in a productive and inspiring class in photo editing by Peter and a Better Moments guide.

After lunch, we drive towards Reykjavik. If time allows, we will stop along the way to take photos.

In the evening, we will have a farewell dinner and celebration of our great trip.

DAY 10

■ DEPARTURE

Transport to Keflavik International Airport for return flights.

PHOTO BY PETER EASTWAY





Quick guide

We wish you to travel with the greatest possible comfort and to know that you have received as much information as possible.

■ GETTING THERE

There are several flights, many on a daily basis in the summer, from a number of major European and North American gateways to Keflavik International Airport in Iceland. Flight times are approximately 3 hours from London and about 5 hours from New York. Keflavik is 48 km to the west of Reykjavik. Domestic flights, flights to Greenland and the Faroe Islands operate mostly out of Reykjavik Airport, which is located in the city centre.

■ VISA

Iceland is a member of the Schengen Agreement. Nationals of EU and EFTA (Iceland, Liechtenstein, Norway, Switzerland) countries only need a valid national identity card or passport for entry. All other visitors are required to have a passport valid for at least three months beyond the intended stay, and some will need a visa. Please check with the local embassy.

■ WEATHER

Iceland enjoys a cool temperate maritime climate thanks to the Gulf Stream, but the weather is known to change quickly and often. The average daily temperature in Reykjavik ranges from -1°C in January to 11°C in July.

■ LANGUAGE

The official language is Icelandic, but most Icelanders speak English.

■ CURRENCY

The Icelandic monetary unit is the Krona (ISK).

■ QUICK GUIDE

- The Blue Lagoon is a geothermal spa and the most famous sight in Iceland.
 - The Gullfoss waterfall is spectacular.
 - Geysir, the namesake of all geysers, and its neighbour Strokkur, which erupts every five minutes or so.
 - Þingvellir National Park, a beautiful landscape of watercut lava fields, which is historically important as the site of Iceland's parliament from 930 AD.
 - Vatnajökull glacier is in South-east Iceland and is Europe's largest glacier.
 - Jökulsárlón, the largest glacier lake in Iceland, is located off Route 1 and part of Vatnajökull glacier.
 - In the colder months, one may frequently get stunning views of the Aurora Borealis, i.e. Northern Lights, anywhere away from city lights.
 - Whale watching is available all year from Reykjavik and during the summer from Husavik.
 - Emergency phone number: 112
- Iceland is one of the safest places in the world, and there is almost no risk of getting robbed or harassed.

PRICE & BOOKING



Equipment

Whether this is your first trip or your "hundredth" workshop with us, it's always helpful to have a rundown of what items you may want to pack so you have a travel checklist. Bookmark this packing list, because you'll want to refer back to it to make sure you've thought of everything you might want to pack.

■ CLOTHING

A good plan is to dress "layer-by-layer". You then are well prepared for whatever weather arrives.

- ☐ Wind and waterproof jacket
- ☐ Wind and waterproof pants
- ☐ Rubber boots - with room for extra (wool) socks
- ☐ Hiking boots
- ☐ Wool underwear
- ☐ Fleece/sweater
- ☐ A small backpack

■ CAMERA

The camera list is for inspiration, since you know better than anyone what equipment you prefer.

- ☐ Bring your own laptop computer and storage medium
- ☐ Camera bodie(s)
- ☐ Tripod
- ☐ Lenses, If you are working with a 24x36mm camera system, lenses from 12mm to approx. 55mm is obvious. And a "long lens" such as a 180mm. If you are working with a medium format camera, lenses from 28mm to approx. 80mm is obvious. And a "long lens" such as a 300 mm.
- ☐ Bag for all camera gear
- ☐ Light bag for easy hiking with camera bodies and accessories
- ☐ Cleaning kit for cameras and lenses
- ☐ Rain/dust covers for cameras and lenses
- ☐ Charger for batteries
- ☐ Spare batteries
- ☐ Standard power converter
- ☐ Raw processing software
- ☐ Memory cards and card wallets
- ☐ Memory card reader
- ☐ USB key to exchange images

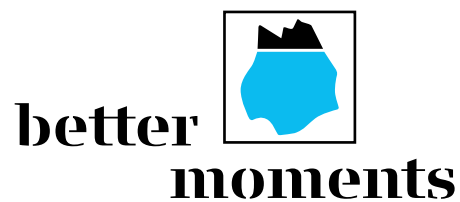
■ NICE TO HAVE

- ☐ Lens extenders
- ☐ Camera straps for ease of changing from one camera to another
- ☐ Graduated filter set
- ☐ Filter holder
- ☐ High quality polarizing filter
- ☐ Lens belt









BETTER MOMENTS APS

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STAY IN TOUCH



LinkedIn



YouTube



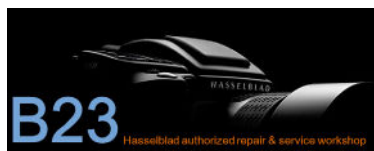
Instagram

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