

# LOFOTEN

Celebration of  
the light

better



moments

PHASEONE

E X P L O R E R

Expert  
**Tom D. Jones**  
8 days of  
adventure



# 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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Photo above by David Trud

Cover photo by Tom D. Jones

Discover  
the future of  
photography at our  
exclusive Lofoten workshop



# Better Moments & Phase One **EXPLORER** Lofoten

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

















# Celebration of the light

Lofoten is known for its dramatic scenery, with peaks like the Svolværgeita pinnacle jutting up into the sky. Himmelstinden Mountain sits on Vestvågøya Island. With its small fishing villages nestled in fjords, dotting a very rugged coast with abrupt peaks rising directly from the ocean, the archipelago is often described as one of the most scenic parts of Norway.

Visiting Lofoten in March is special since the northern lights can be observed. Nights are long and there is still plenty of snow around.





# Lofoten Highlights

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, Tom D. Jones, during your Lofoten expedition.

## ■ HIGHLIGHTS

- Northern light photography in the moonlit Lofoten landscape at different locations.
- Landscape photography in early morning and late evening light.
- Workshops on techniques and shooting strategies for northern light, landscape and intimate landscape photography.
- Last but not least: enjoying wonderful dinners each day in restaurants offering a traditional menu from locally caught fish to Lofoten lamb.

## ■ WHAT YOU WILL LEARN

- Learn how to approach the unique challenges of landscape photography and how to capture expansiveness, dynamic energy and the simplicity of natural landscape photography.

## ■ ON LOCATION

- The best techniques with personal hints and advice.
- Composition, focusing on lines, perspective and balance in the frame.
- Working with different focal length lenses, exposure times and apertures.
- Photographing scenes in all light conditions.
- Shooting time lapse sequences.
- Handling equipment with care on location.

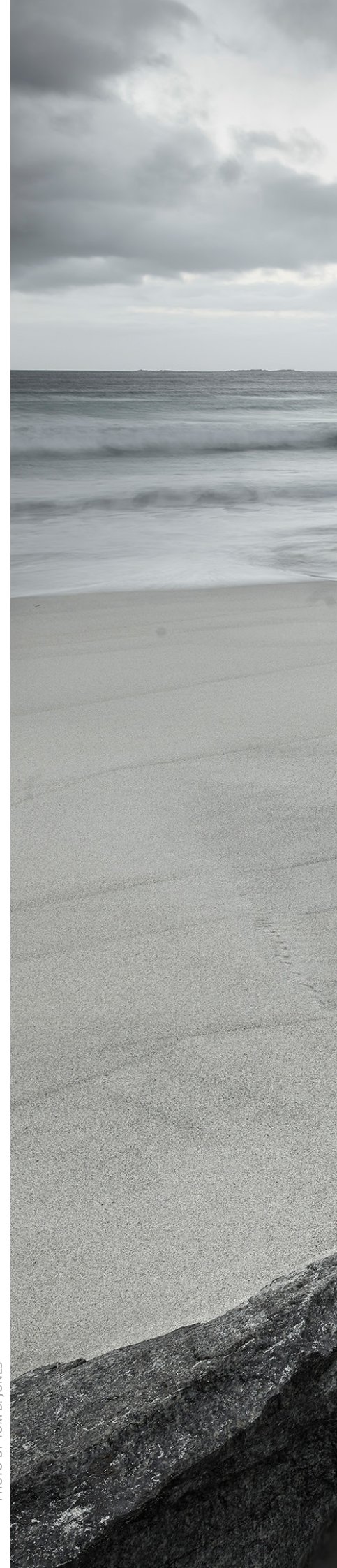
## ■ IN CLASSROOM

- Expert review and constructive criticism of the images taken during the day.
- Portfolio review.
- Workflow in Lightroom.
- Editing time lapse sequences.
- A Better Moments Certified Photo Instructor will be available during the entire workshop to offer assistance with camera settings, the basics of composition, and to generally guide and help.

PRICE & BOOKING



PHOTO BY TOM D. JONES

















# Explore Lofoten together with award winning photographer Tom D. Jones

His work represents artistic photography with simple and yet complex compositions. Tom's perspective introduces us to a world of perplexing beauty, serene and simple compositions with light and depth, always containing a creative touch of movement.

Tom D. Jones is Better Moments' guide to the wonders of Lofoten. During the workshop, Tom will deliver educational and inspiring seminars and give personal guidance on location in Lofoten.

But besides doing stunning landscape photography, some of Tom's best work is pure fine art. For example, the amazing Papillon series of butterflies. "I shot the images for 'Papillon' with a 120 mm macro lens. The shots are super-sharp and really reveal the extraordinary detail of these beautiful creatures. You don't appreciate how stunning these insects are until you get right up close to them.













## Photography with passion

Tom was raised by an amateur photographer, his father, and spent many hours in the darkroom and with the slide projector. Consequently, his father's passion rubbed off on him and Tom found himself, through the years, drawn to contemporary art and fine art photography.

In the beginning, after being self-taught, he worked on commissioned photography while using his spare time to unwind and express creativity through photography.

As photography became part of his life, it also led him to the woman of his dreams. He found a lady sharing his interest in photography. Tom and his wife, Sylvia, wanted the same thing, that is their very own photo studio. In 1999 they started their first studio together.

Talking about becoming a great photographer, Tom replies in an interview to Digital SLR Photography: "There are no secrets; I do not have to trouble myself to do so. Lionel Messi does not have secrets to becoming such a great footballer either. I built my career up through very hard work and being very critical of myself. Start small and give yourself time to grow. If you create quality products and provide good service, clients will always find you — they will spread the word and so on. Firstly, save money to buy a good DSLR and a good set of lenses. Once you have clients and tasks, you will see that you can afford more and more. In the beginning, however, you have to live sober and invest all that hard-earned money in yourself and your company."



# Itinerary

## DAY 1

### ■ ARRIVAL IN LOFOTEN

You will be picked up at the Svolvær Airport and transported to Hamnøy Island where we stay in some nice and simple cabins. Briefing on the coming workshop. After dinner we will do night photography at Kirkefjorden, Vorfjorden and the surrounding mountains. At this time of the year the mountains are covered with snow. We took Moon phases into account when planning this workshop so that you get the best chances to shoot northern light in the moonlit landscape.

## DAY 2

### ■ DISCOVERING FLAKSTAD

Early morning photography in Hamnøy. In the afternoon, we visit the Skagsanden beach on the Flakstad Island. Here we will use our wide-angle lenses, photographing the snow-covered mountain landscape with the abstract patterns of the sandy beach in the foreground. This place will also provide countless possibilities to photograph details of the ever-changing sand patterns on the beach. This is a perfect opportunity for you to work on composing abstract images with macro and small telephoto lenses. We stay here until sunset. If the weather is clear, we eat dinner nearby and wait for the northern lights to appear in the night sky.

## DAY 3

### ■ PHOTOGRAPHING HAMNØY AND REINE

You can photograph the colorful Norwegian fishing villages, or simply focus on the untamed mountains that give a dramatic background to the colorful populated areas. In clear weather, early morning sun rising over the horizon hits the landscape around our cottages, giving fantastic possibilities for morning photography. The golden winter-light gives extra luster to the brightly-colored houses of Reine and Hamnøy.

## DAY 4

### ■ NORTHERN LIGHT PHOTOGRAPHY

As the weather allows, we continue to explore the colorful villages along the coast to get those extra shots just right. We will also stop for Northern lights photography either in Hamnøy or in Moskenes, depending on the conditions at night.

## DAY 5

### ■ CHASING THE LIGHT

In the morning we drive to Myrland and photograph the Flakstad and Vestvågøy archipelagos at sunrise. In the afternoon we drive to Vikten and explore the coastal rock formations for intimate landscape photography. There is the possibility of shooting great landscapes too, both in Vikten and the nearby Skagsanden beach. We will choose topics depending on the light and weather conditions.

## DAY 6

### ■ EXPLORING THE WEST COAST

In the afternoon we visit the sandy beach of Utakleiv, which is surrounded by sharp mountain ridges in three directions. Large, rounded stones are buried deep down into the flat, sandy surface making an intriguing feature. In Utakleiv we will photograph the coastal landscape with exciting tidal pools in the foreground. If the weather is clear, we eat dinner nearby and wait for the northern lights to appear in the night sky.

## DAY 7

### ■ GRAND LANDSCAPE PHOTOGRAPHY & THE BUSY HARBOURS OF LOFOTEN

Lofoten is famous for its fishing traditions. From mid-February to the end of April, the Arctic cod migrates from the Barents Sea to their spawning grounds near Lofoten to reproduce, attracting commercial fisherman from along the entire coast of Norway to participate in cod fishery and the production of stockfish. This offers amazing possibilities to photograph the busy harbours and the drying cod hanging on wooden structures all along the roads of Lofoten. Depending on the weather, we can stay outside shooting, or we can process images, evaluate photographs made during the workshop and review portfolios.

## DAY 8

### ■ MORNING PHOTOGRAPHY

Early morning photography before heading to the airport.

PRICE & BOOKING

















# Equipment

Whether this is your first trip or your "hundredth" workshop with us, it's always helpful to have a run-down 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
- ☐ Cap
- ☐ Gloves
- ☐ Waterproof outdoor cushions - nice to sit on when we sail in the arctics or when we sit and enjoy the scenery on land.
- ☐ A small backpack
- ☐ Binoculars

## ■ NICE TO HAVE

- ☐ Sunscreen
- ☐ Sunglasses

## ■ 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
- ☐ 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





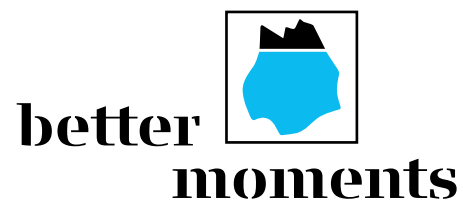












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