

# ETHIOPIA

The Tribes of Omo Valley

better  moments

9 days  
of adventure  
with expert  
**Christian  
Nørgaard**

# Better Moments means



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 Christian Nørgaard

# S Photography with passion

## Our passionate experts

Arne Hodalič – National Geographic photographer

Tom D Jones – Hasselblad Master & European Fine Art Photographer

Steve Bloom – National Geographic photographer

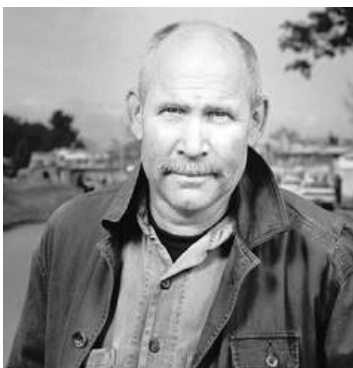
Christian Nørgaard – CEO Better Moments

Hans Strand – Hasselblad Master Landscape Photographer

Michael Nichols – wildlife journalist, National Geographic editor

Sisse Brimberg – National Geographic photographer

Steve McCurry – National Geographic, World Press Photo first place



**"My life is shaped by the urgent need to wander and observe, and my camera is my passport."**

Steve McCurry















# The Tribes of Omo Valley

Ethiopia's landscapes are dramatic. The mountainous country in eastern Africa hold a vibrancy that captivates and enchants. It has more UNESCO-listed sights than any other country on the continent.

The lush mountains with their jagged spires and magnificent views hide animals and birds seen nowhere else on earth and the lowlands are home to some of Africa's most fascinating tribes.

It is the only country on the African continent that has not been a colony. It is authentic, intoxicating and truly a photographer's dream.

PHOTO BY CHRISTIAN NØRGAARD







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# Ethiopian 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, Christian Nørgaard, during your Ethiopia expedition.

## ■ HIGHLIGHTS

- Learn about how to approach the unique challenges of travel and reportage photography. How to capture images of people in their natural environment and how to approach locations and subjects.
- A cruise on Lake Chamo. Here you will find a great variety of birdlife, hippos and crocodiles.
- Meet tribes such as the Kara, the Hamar, and the Mursi, who decorate themselves with beads, feathers, and elaborate body paint and pride themselves on their ancient traditions.
- Meet the Arbore people, who live in tall, rounded huts.
- Travel by 4X4 to the terraced hills of the Konso region, declared a UNESCO World Heritage site for its rich culture.

## ■ WHAT YOU WILL LEARN

- Teaching and training in the best techniques and personal hints and advice.
- Composition and focus on lines, golden section, perspective, fore-ground, background and middle ground.
- Work in different lighting and with short/long exposure and apertures.
- How to handle equipment with care on location.
- Private hands-on lessons that can help to take your photography skills to the next level.

## ■ WHAT YOU WILL LEARN

- How to approach local people in a natural way.
- The secrets behind the travel and reportage photography.

## ■ IN CLASSROOM

- Expert review and constructive criticism/feedback of the images taken during the day.
- A Better Moments Certified Photo Instructor is available during the entire workshop to offer assistance with camera settings, the basics of composition, and to generally guide and help.

PRICE & BOOKING

































# Christian Nørgaard: Catch the moments with passion



**"To me, photography is an art of observation that contains patience, respect, lots of curiosity and to catch and freeze a moments that will stay forever"**

Christian Nørgaard

The first time he held a camera was as a child, and ever since it has been a part of Christian Nørgaard - not a day goes by without a push of the button.

"The most important thing for me is to be inspired - if a natural and spontaneous curiosity and desire to capture subjects with my lens doesn't arise - well, then I simply don't do it." Christian Nørgaard started his career at the Danish newspaper Berlingske Tidende in Copenhagen. Afterwards he travelled around the world and sold his photographs to Danish and foreign newspapers and magazines.

When Christian returned from his travels and settled down in Copenhagen, he started a publishing house focused on travel magazines. In the course of the next few years it grew to become one of the most important publishing houses in Scandinavia.

Today Christian Nørgaard shares his passion for photography with many of Better Moment's guests. Together they have travelled to destinations across the globe including Burma, India, Bhutan, Greenland, Iceland, just to mention a few, and fortunately there are even more destinations planned.









PHOTO BY CHRISTIAN NØRGAARD















**“Ethiopia is the only country on the African continent that has not been a colony. It is authentic, intoxicating and truly a photographer’s dream.”**

Christian Nørgaard

PHOTO BY CHRISTIAN NØRGAARD









# Itinerary

## DAY 1

### ■ ARRIVAL

Upon arrival in Addis Ababa, you will be picked up at the airport and taken to our hotel.

Those who have the time and spirit can spend their first day exploring the capital, Addis Ababa. Ethiopia's sprawling capital is located in the highlands bordering the Great Rift Valley, serving as the country's commercial and cultural hub. Its National Museum exhibits Ethiopian art, traditional crafts and prehistoric fossils, representing a rich history dating all the way back to the earliest known hominid, "Lucy." The burial place of the 20th-century emperor Haile Selassie, the copper-domed Holy Trinity Cathedral, is a neo-Baroque architectural landmark of particular interest.

After dinner, Christian Nørgaard will introduce the workshop and present his work from previous trips to Ethiopia, to prepare you for the adventure ahead. This will be followed by a workshop on how to capture great portraits and how to approach the people along our way.

## DAY 2

### ■ AFRICA'S LARGEST MARKET

We spend our morning at Addis Mercato, known as Africa's largest market. A truly visual experience with craft shops, cattle, spice stalls filling the narrow alleyways, providing many fascinating and colourful photo opportunities. This is uniquely intriguing place to get lost with your camera and immerse yourself in the beautiful chaos.

After Addis Mercato we fly south to Jinka, the "capital" for the Mursi people.

After settling in, we will join each other for an enjoyable outside dinner with a nice view of the nearby river.

## DAY 3

### ■ EXPLORE MAGO NATIONAL PARK & MURSI VILLAGES

We spend the day exploring the stunning Mago National Park, located on the east bank of the Omo River. The park is 1,343 square miles and its highest point is Moun Mago. We will have an opportunity meet the Mursi, a community that inhabit Mago National Park, known for the lip plates worn by the women.

During the day there will be hands-on sessions with Christian, and you will receive an individual review of your images so far, as well as personal tips and advice to help optimize your photography.

We stay at a tent camp (each guest has their own tent) in the heart of a local Mursi village. Here we will melt in with the tribe and photograph the many everyday tasks the tribe performs. Among the many activities to photograph, one of the highlights is when the tribe gather the cattle home from the savannah evening.

## DAY 4

### ■ EXPLORE TURMI

In the early morning, we walk around the village and explore how the Mursi take their cattle out on the fields and how they cook on an open fire. This experience is unique and an great opportunity to learn about their culture, in a spirit of authenticity and mutual respect. After breakfast, drive to the market town of Turmi in southwestern Ethiopia. Here we will visit a number of surrounding villages and tribes, such as the Tsemay, Erbare

and Konso, who decorate themselves with beads, feathers and elaborate body paint, priding themselves on ancient traditions.

During the day there will be many unique opportunities to practice shooting scenes of everyday village life, as well as portraits of women, men and children, including some intriguing initiation rites.

## DAY 5

### ■ HAMER BEMA, TSEMAY, BESHADA KARO AND THE ARI PEOPLE

We will use the day to meet the Hamer Bena, Tsemay, Beshada, Karo and the Ari people – enjoying a busy and a fascinating day together with tribes and local people.

Christian Nørgaard will assist, guide and teach how to approach people and how to find locations, and there will be great opportunities to practice some more landscape and portrait photography in some of the world's most stunning locations.

## DAY 6

### ■ OMO RIVER AND THE KARO TRIBES

Early in the morning we drive to a Karo village that is located on a hill top overlooking the Omo river. We will set up our equipment in the nice and soft morning light and spend the rest of the morning capturing every detail in the village. The Karo is undoubtedly the most fascinating tribe with regard to their personal decoration. The tribespeople paint their bodies from toe to face white expressive patterns – truly an amazing sight and a magnificent location.

In the evening we hold a workshop with constructive feedback on your best shots of the day.

## DAY 7

### ■ KONSO

Today we will drive to the Konso area, visit the market and meet the tribes. We will meet tribes like Bena, Tsemay, Hamar Bena, Key Afer is a wonderful place where local men and women sell crafts, cattle and more. It is full of adventure and opportunities for shooting everyday life and landscape photography.

Tonight we all meet for a workshop on our images and support one to one in regards to photoshop work.

## DAY 8

### ■ KONSO

Many tribes live in the Konso area which is located in the highlands and there are many villages scattered on the hillsides. We will spend the day in a village to photograph the most beautiful everyday life. We will photograph men and women, their clay houses, kids and cattle.

A farewell dinner and review of some of the workshop photos with Christian Nørgaard.

## DAY 9

### ■ CRUISE ON LAKE CHAD AND DEPARTURE

On the final day of the trip we will cruise on Lake Chad. We will find a great view of hippos, crocodiles and more. After lunch we will return by plane to Addis Ababa Airport for your flight home.

PRICE & BOOKING





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## LAKE CHAMO URE

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ababa International  
return flight home.

PHOTO BY CHRISTIAN NØRGAARD









# 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

Fly to Addis Ababa Bole International Airport, where we meet and pick you up at the airport.

## ■ VISA

The Ethiopian embassy in your home country is the best source of up-to-date information.

## ■ WEATHER

Expect sunny skies and warm days in June.

## ■ LANGUAGE

Ethiopia has about 200 dialects but many speak English.

## ■ CURRENCY

Ethiopia's currency is the birr. It's divided into 100 cents in one, five, 10, 25 and 50 cent coins as well as a one birr coin, and there are one, five, 10, 50 and 100 birr notes.

## ■ QUICK GUIDE

Top things to do in Addis Ababa: Ethnological Museum. Set within Haile Selassie's former palace and surrounded by the beautiful gardens and fountains of Addis Ababa University's main campus is the enthralling Ethnological Museum – it's easily one of the finest museums in Africa.

Yekatit 12 Monument. Rising dramatically from the roundabout Siddist Kilo is this moving monument to the thousands of innocent Ethiopians killed by the Italians as retribution for the attempt on Viceroy Graziani's life on 19 February 1937. 'Yekatit 12' is a date in the Ethiopian calendar roughly equivalent to 19 February

Tomoca. Coffee is serious business at this great old Italian cafe in Piazza. The beans are roasted on and Tomoca serves what's likely the capital's best coffee. If that isn't enough, it's also dripping in 1920s atmosphere. Beans are also sold by the half-kilo.

St. George Cathedral & Museum. Commissioned by Emperor Menelik II to commemorate his stunning 1896 defeat of the Italians in Adwa, and dedicated to St George (Ethiopia's patron saint), whose icon was carried into the battle. This Piazza cathedral was completed in 1911 with the help of Greek, Armenian and Indian artists. Empress Zewditu (in 1916) and Emperor Haile Selassie (in 1930) were both crowned here.

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.

## ■ 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, 24-70mm zoom and 70-200mm zoom or similar lenses are very good
- ☐ 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











PHOTOS BY CHRISTIAN NORGGAARD







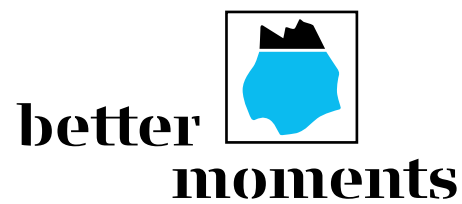












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