



10 YEARS WITH **BETTER MOMENTS**

What Batman and Johnny Weissmuller have in common

Growing up, Christian's biggest heroes were Batman and Olympic gold medalist in swimming, Johnny Weissmüller, who had a second career as an actor playing Tarzan, as well as a Minolta XG-2 camera.

For a boy growing up on the suburbs, everything that was outside the area of Greater Copenhagen was considered another planet. The center of the universe was the raw nature and the forest in the backyard. But for Christian Nørgaard who spent almost every Sunday at the local theater watching Tarzan movies, there were adventures awaiting "out there" for those who wanted to explore the unknown.

Long John and a pocket camera

But before he set out to conquer our exotic planet, Christian – at the age of 12 - planned to start with Denmark. His chosen transport was a Long John, a heavy freight bicycle with a cargo area in the front, that he borrowed from a neighbor. On the first day, Christian cycled 30 kilometers into nasty headwinds and in the cold rain to Hamlet's Castle, Kronborg. This was the end of his adventure; he was exhausted and his dream of traveling was shattered – well, at least for a short while. The following year, Christian traveled all over Europe with an Interrail Pass which allows you to discover over 40,000 destinations by train. Together with his first camera – a Minolta XG-2



Christian and Johnny Weissmüller

– he visited foreign countries and capitals such as Paris, Rome, and the beautiful Greek islands. With this, an adventurer was born. And this is pretty much how things still are today.

It takes two to tango – lots of patience and some talent

To achieve his goal of becoming a solid and experienced photographer, Christian signed a five-year photography student contract with Denmark's largest newspaper, Berlingske Tidende,

in Copenhagen. The education was divided into school periods, where he learned the basic elements of the handcraft – for a photographer is a craftsman and someone who is mastering all his tools. Back then, Christian developed films and made hand copies together with his photographer colleague. They spent hours in the dark room, being exposed to the fumes of chemicals and fluids. It probably wasn't the healthiest job in the world. But what Christian learned was the handcraft of making copies by replicating the situation they had previously captured with their cameras. That is the cornerstone of photography – recreating reality.

Copenhagen days

In the following years, Christian Nørgaard worked as a freelance photographer running his own studio in Copenhagen. Next to his photographic assignments, Christian began to write books, including the bestseller "50 years on Everest" which is about the many ascents on the world's highest mountain. He also founded a magazine publisher focussing on travel magazines. At its peak, it was the Nordic's leading publishing house for travel magazines. Christian ran the publisher for over a decade but during this period, his primary tasks gradually became more administrative – and thus rather boring for him. Moreover, there was hardly any time left for his biggest passions, photography and travel. The desire and spirit to do both – photograph and travel – was the sprout that later turned into Better Moments.



The adventurous spirit

Before Christian could turn his dream into reality, he would have to sell his share in the publishing house and quit his job as Hasselblad's Global Photographer Manager. During his time at Hasselblad, he had created Hasselblad's Victor magazine, the book series Hasselblad Masters, and the today world-famous Hasselblad Masters concept. But eventually, Christian wanted to return to his photographic roots and explore the world. In the summer of 2010, he laid the first corner stone for Better Moments as he drew up a business plan. After that, it was a quick mission to build a digital platform, hire employees, and establish a global network for the world's leading photographers.

Alongside his work at Better Moments, Christian Nørgaard has over the years exhibited Steve McCurry's most important images, film director David Lynch's abstract and imaginative photographs, Marco Grob's classic portraits of world celebrities, National Geographic's most iconic images and photographers as well as Oscar winner Dennis Hopper's historical black-and-white photographs from the wild sixties.

The future

The good thing about the past is that it lies behind us and the unique thing about the future is that it comes of its own accord – you literally do not have to lift a finger. So when Christian



Nørgaard now looks back on 10 fantastic years and all the memorable experiences, it is with the sure belief that there is a bright future for Better Moments. Without a doubt, there will be even more creative and visual initiatives such as online lectures. Photo Exploring will expand to even more cities and countries – and who knows, maybe Better Moments will be the first to send travelers to the moon. One thing, though, is certain: Christian Nørgaard will continue to send his guests around the world to follow their passion for photography and travel.

Christian Nørgaard blue book
"50 years on Everest" – best-selling book with a foreword by Sir Edmund Hillary
"You can fly if you want" – winner of Denmark's most important children's book competition
"Before Take Off" – a travel guide for adventures
Publisher of more than 500 publications
Creator of the Hasselblad Masters Program
Editor and founder of Hasselblad's Victor magazine
Editor and founder of Hasselblad Masters books
Curator of worldwide exhibitions with photographers such as Steve McCurry, Marco Grob, David Lynch, and National Geographic.

2011

The helicopter from our first aerial workshop in Iceland - a small one with room for two photographers on each side. We got the pilot to take off the doors so we could capture the adventurous and beautiful landscape right below us.





2011

As Iceland was such a successful workshop, we decided to take our guests to the edge of the world: Svalbard. Svalbard has since become a regular part of our workshop program. The expedition to Svalbard was our first trip where we experienced raw nature and polar bears in their proper element - the pack ice.



Photo Christian Nørgaard



2011

"A highlight was our aerial photography from a helicopter with open doors. 'You don't have a moment to lose, set your camera, check it once or twice, and then, Shoot, guys! Shoot!'" Kees heard over his headphones.

Kees van Straten traveled with us to Norway, Greenland, and Sweden.

Photo Christian Nørgaard



Our first expedition to Svalbard brought us very close to the beautiful, yet deadly, killing machines - the polar bears. On all our expeditions we have a tradition of - in addition to jumping into the sea at 66 ° 33'39 "north of the equator - sailing deep into the pack ice in order to experience the polar bears in their natural element where they hunt seals.

Photo Better Moments



Very early on in our journey, we joined Facebook to share photography and travel inspiration. Our first Facebook post was a photo from our Iceland workshop. Christian Nørgaard (light blue), Rob Hamilton (red), and Sasha Gentsis (dark blue) are trying to find the perfect frame.

Former Corporate & Marketing Communications Director, Canon, Else-Marie Westh and member of Better Moments' advisory board: "Some of my best memories from working for Canon come from participating in a photo safari in Kenya where four professional photographers helped the participants become better photographers. This is exactly what Better Moments offer: The option to learn from the best on the spot."



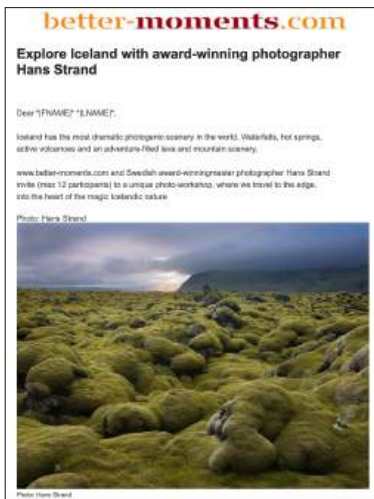


Photo Better Moments

“Everything about Iceland was a surprise.”

“I searched online for information about the Better Moments Iceland workshop but I couldn’t find anything. To my question to Christian, he honestly answered that this is the first trip and therefore there is no information. I immediately believed Christian and I am very glad that I was in the first group.”

Sasha Gentsis has traveled with us many times, including trips to Svalbard and Greenland.



Newsletters were an integral part of our communication strategy right from the beginning. We are glad we developed our content, style and graphics since then.

better-moments.com

Our first logo was colorful and already sported the legendary, handmade font by graphic designer Ole Søndergaard - it has since been graphically developed, but more on that later.

Photo Jeff Grant



Passionate Photographer Jeff Grant says, “Everything about Iceland was a surprise. Coming from an ancient land such as Australia, nothing could prepare me for Iceland. One memory from my visits is eating meals in a tent in a lava field. The food and wine was excellent and the location was surreal.”

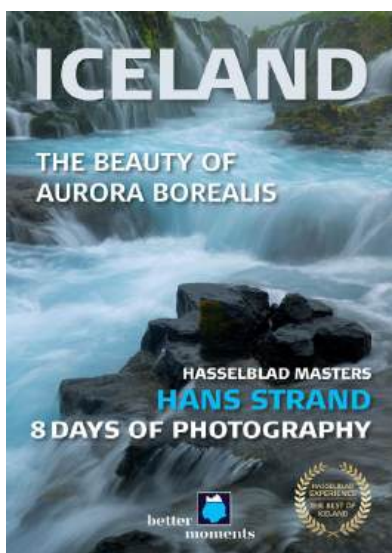
2011

Photography with passion was our miss from day one. To deliver exclusive guided private photo tours and workshops in Landscape, Wildlife, Travel & Portrait photography at unique locations around the world. We want YOU to explore your and our passion for photography, get inspired, and learn from and work with some of the world's most renowned photographers who have excellent teaching skills and local knowledge and experience.



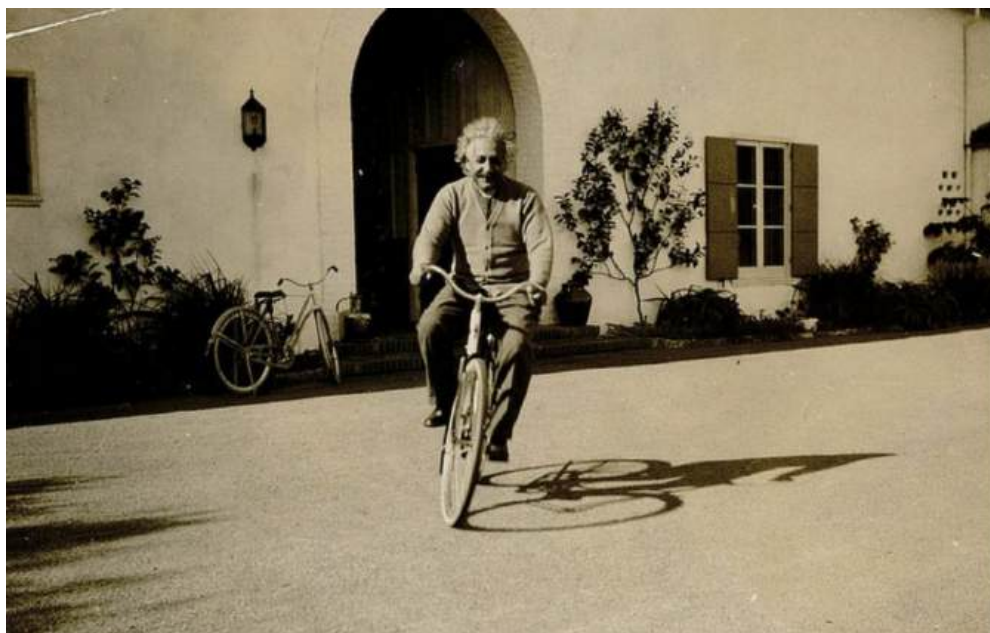


Landscape photographer Hans Strand was our first expert onboard. Together we custom-made the first Iceland workshop which included a private chef, a 4X4 driver, a helicopter workshop and much much more. Today, Iceland is one of our most important workshop destinations.



For Christian Nørgaard, it was important to present our workshops in the best possible way - not just online but also in catalogs. The Iceland catalog was therefore the starting point for a permanent tradition at Better Moments: high-end catalogs that illustrate our workshops.

"To keep your balance you must keep moving. "



Our learning curve was fast and steep and we soon knew that we had to plan ahead. In this, we started to search for new destinations, locations, and experts. At our office, we put up a quote by Albert Einstein to keep motivating ourselves, "Life is like riding a bicycle. To keep your balance you must keep moving. "



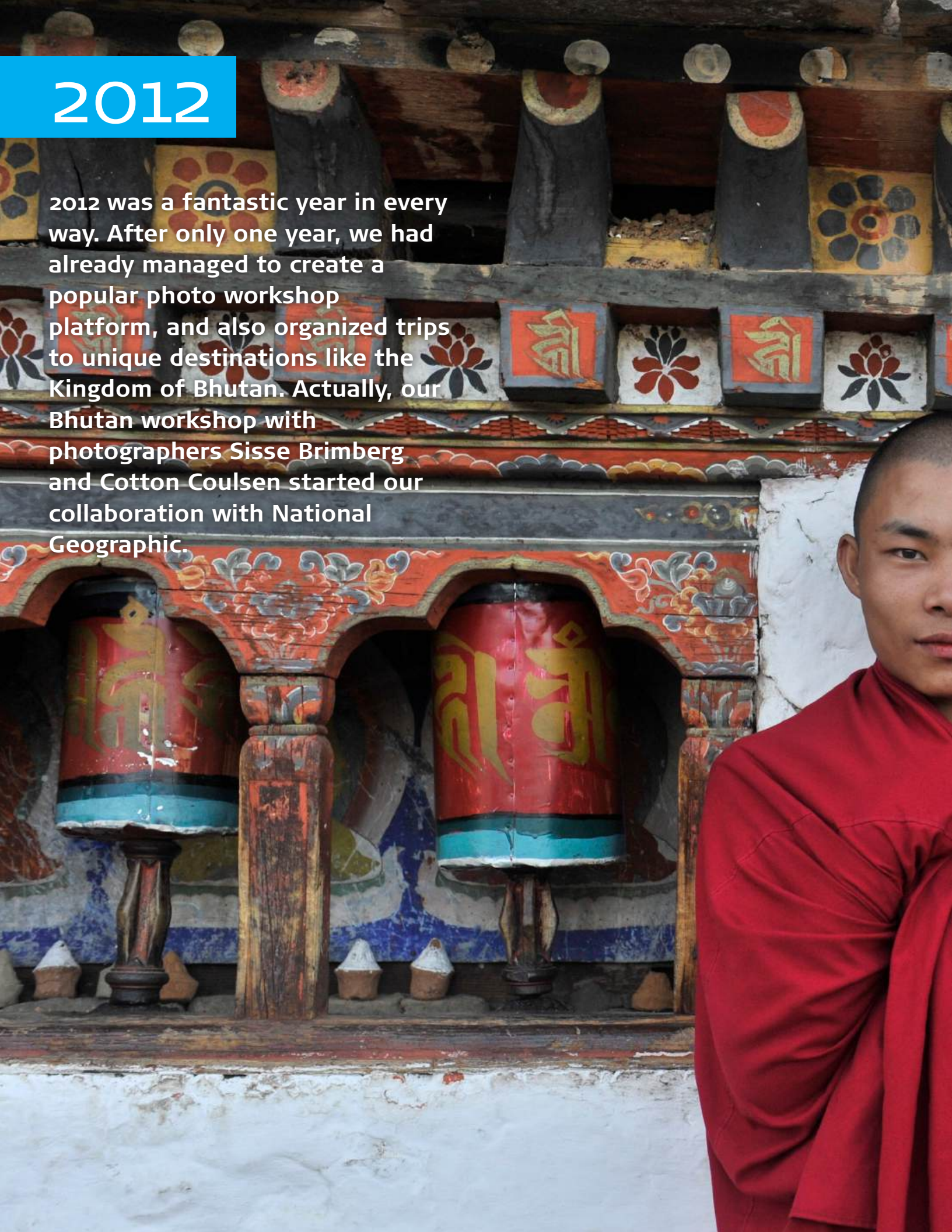
Right after our first workshop we set up our own YouTube channel to share behind the scenes footage and interviews with our guests and experts. www.youtube.com/bettermoments - including our interview with Jeff Grant from Australia who joined our first workshop on Iceland.

Knud West Hansen, who is based in a mysterious place in India, was Better Moment's first graphic designer. Taking inspiration from his many travels, he invented our style and the basic elements of Better Moments' graphic work.



2012

2012 was a fantastic year in every way. After only one year, we had already managed to create a popular photo workshop platform, and also organized trips to unique destinations like the Kingdom of Bhutan. Actually, our Bhutan workshop with photographers Sisse Brimberg and Cotton Coulsen started our collaboration with National Geographic.





2012

After our great success in 2011, we went back to Iceland in 2012 – in fact, we have been to Iceland every year since to photograph this wonderland with its unique scenery and landscapes – Iceland is like a candy shop for photo enthusiasts. In the photo, we stand and photograph Breiðamerkurjökull.





Photo Better Moments



Christian Nørgaard and assistant Johannes Duelund, pictured relaxing on a mountainside on Suðuroy, spent weeks researching the best photo locations on the Faroe Islands. Today, the Faroe Islands are a staple in our workshop portfolio.

Already in our second year, Esben joined our team and took charge of anything related to finance and accounting. When Better Moments was a guide short for the Finland workshop, Esben left the accounting desk behind and jumped on a plane to the high north.



Photo Christian Nørgaard

The small and Buddhist nation of Bhutan, tucked between China and India, is lanced by deep ravines and coated with thick woods. The country has no traffic lights. Smoking is illegal, as are hunting and fishing. Some years ago, Gross National Happiness was identified as being more important than the Gross National Product. We did not think twice before offering a trip to Bhutan with award-winning National Geographic photographers Sisse Brimberg and Cotton Coulson.



Photo Better Moments

“Better Moments has taken our readers on several exotic expeditions with star photographers including Michael “Nick” Nichols, giving our readers an exclusive opportunity which – I’m proud to say – has not been available in this form to National Geographic readers elsewhere in the world.”



Karen Gunn, former
Editor-in-Chief
National Geographic
Nordic



With some of the world's best photographers working for and with National Geographic, we of course had to partner up with them and organize workshops together, not only in Scandinavia but around the world.

2012



Staffan Widstrand, who is considered to be one of the best wildlife photographers, came up with a fantastic idea – an Eagle workshop in Norway. In collaboration with Nikon and the Nordic photo magazine, Digital Foto, we targeted the workshop at wildlife photographers.

Photo Staffan Widstrand



Photo Better Moments

Tanzania was no destination we considered traveling to. But when the opportunity arose to host a wildlife workshop with the legendary wildlife photographer Steve Bloom, we rolled up our sleeves and started organizing a memorable workshop in the African country.



Photo Better Moments

Not far from our headquarters lies the Swedish national park Söderåsen. Although Christian spent a good part of his life traveling the world, he grew up just on the other side of the channel that separates Denmark from Sweden. In 2012 we took a group of passionate landscape photographers to Söderåsen to capture its beautiful fall colors.



Photo Steve McCurry

In 2012, Christian Nørgaard curated the first ever Steve McCurry exhibition in Øksnehallerne, Copenhagen.


More than 40 guests participated in two workshops in Copenhagen led by Steve McCurry himself. The workshops were focused on street and portraiture photography, shot in the nearby surroundings of Steve's "Iconic Photographs" exhibition.



Photo Marianne Holdt

2013





Christian Nørgaard, founder of Better Moments, was the first in Northern Europe to present an international photo exhibition with National Geographic. Two of the many photographers who participated in the exhibition were the two legendary photographers Michael Nichols and primatologist Jane Goodall (here pictured as she bends forward as Jou Jou, a chimpanzee, reaches out to her in Brazzaville, Congo, 1990).

Photo Michael "Nick" Nichols

Among the many beautiful photos that were displayed during the National Geographic exhibition were the famous wolf pictures by Jim Brandenburg. 'Leaping white wolf on Canada's Ellesmere Island' by Jim Brandenburg was chosen as one of the best nature photographs of all time.



Photo Better Moments



When we are out taking photos, it is sometimes anarchic, or perhaps better described as a group of fleas. This was at one of Iceland's beautiful waterfalls.

Photo Better Moments



Bob Hamilton from Scotland was the first Better Moments guest to photograph the colorful river deltas on the west coast of Iceland.



Photo Better Moments

The first great investment Better Moments made was to buy an expedition tent. The tent, which can accommodate 15 dining guests, has been around the globe more than once. Here, it was set up for the first time in Iceland.



Photo Better Moments

Due to the popularity of the destination, we ended up running multiple Iceland workshops each year. While digging through the archives, we came across an entertaining photo from our 2013 summer workshop. Enjoy.



Photo Christian Nørgaard

We were the first operator to offer aerial photography over the dramatic Icelandic central highland which is extremely unique with its vast area of wilderness, volcanos, glaciers and other spectacular natural phenomena - today we can not imagine a workshop without a flight with the helicopter.

Our relationship with SanDisk started in 2013. In the past years, we have made many exciting projects happen and we are looking forward to what lies ahead of us.

SanDisk®

Brian Pridgeon (standing together with Steve McCurry), Consumer Marketing Director at SanDisk/Western Digital.

"It is an enriching pleasure to work with Christian and his Better Moments team for over a decade. When it comes to creativity, industry vision, insight, and true professionalism, there are very few teams that live up to the quality of work that Christian and his Better Moments team delivers."



Photo Better Moments



In fall 2013 we explored the Abisko National Park for the second time together with an international group of passionate photographers, some of them loyal guests whom we had traveled with in the previous years. Tom D. Jones on this photo is now one of our experts.

Photographer unknown

"There are no rules
for good photographs,
there are only good
photographs."

Our fascination with one of the greatest photographers, Ansel Adams, made us aim and search for the most scenic locations around the world. And there probably isn't anyone who has said it better than the master himself, "There are no rules for good photographs, there are only good photographs."



Photo Steve Bloom

Photo Steve Bloom



Award-winning wildlife photographer Steve Bloom led a group of passionate photographers to Tanzania. Thanks to Steve's guidance, the participants were able to gain hands-on experience in how to best photograph buffaloes, elephants, and many other exciting animals.

2014

Aerial photography is a unique opportunity to photograph landscapes at unique angles. Here we had rented a SIKORSKY S-61 in Greenland. Below the two passionate photographers you can see Disko Bay and the fascinating icebergs.

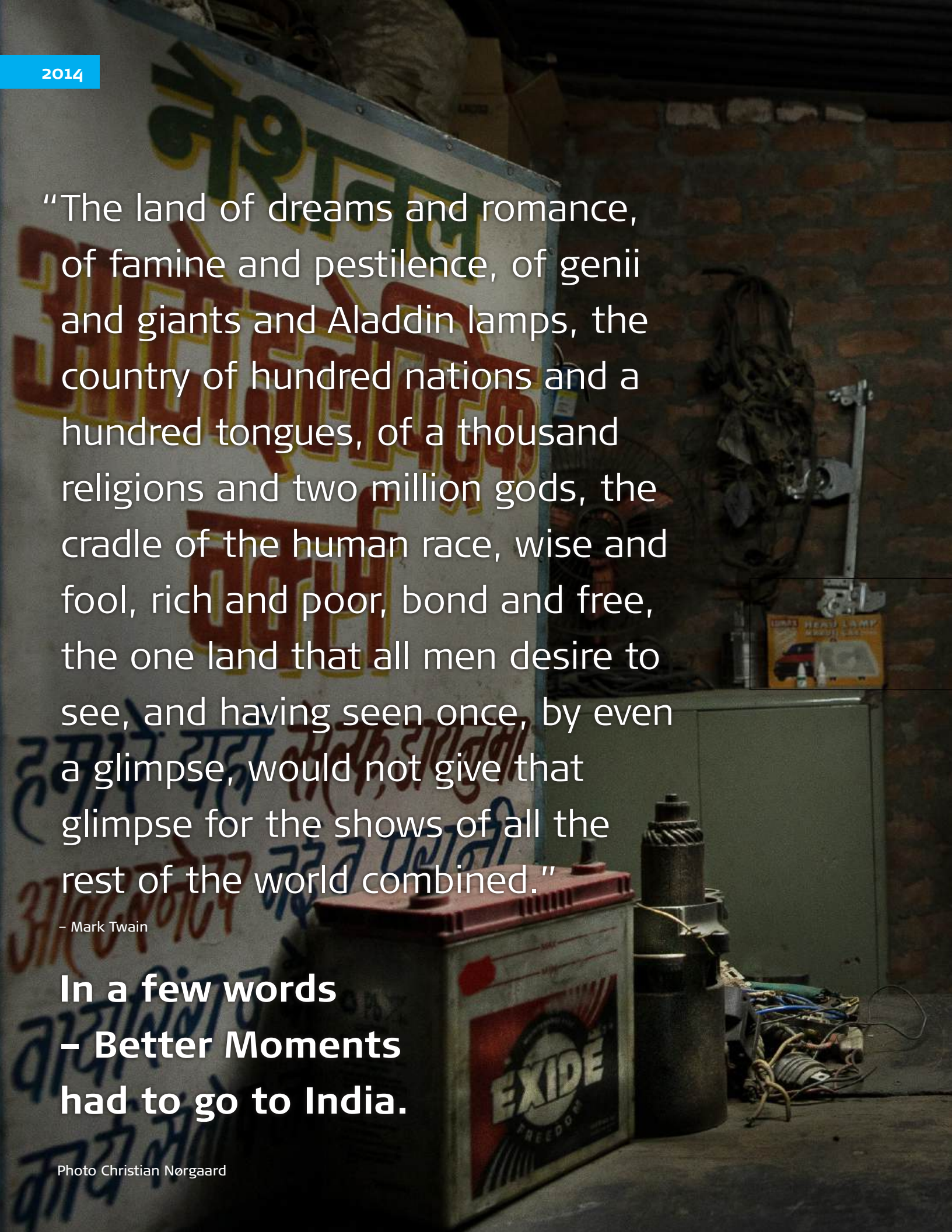


"The land of dreams and romance, of famine and pestilence, of genii and giants and Aladdin lamps, the country of hundred nations and a hundred tongues, of a thousand religions and two million gods, the cradle of the human race, wise and fool, rich and poor, bond and free, the one land that all men desire to see, and having seen once, by even a glimpse, would not give that glimpse for the shows of all the rest of the world combined."

– Mark Twain

**In a few words
– Better Moments
had to go to India.**

Photo Christian Nørgaard





2014



Photo Better Moments

Greenland is one of the world's most fascinating places and an excellent destination for landscape photography. We went up into the thin air to capture the ice cap from above and cruised Disco Bay by boat to get as close to the icebergs as possible. And by this, one of our most popular workshop destinations was established.

A native of Alabama, Michael Nichols is an award-winning photographer whose work has taken him to the most remote corners of the world.

We had planned a wonderful workshop on Svalbard together with Michael but unfortunately we had to cancel when he was hired for a big assignment for National Geographic - You Can't Always Get What You Want.



Photo VII PHOTO

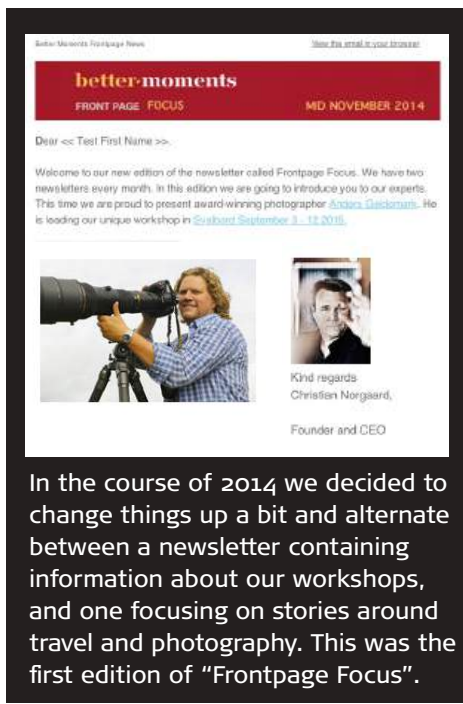


Photo Better Moments

In December we traveled to Prague to organize a workshop for Dansk Presseforbund. The workshop was led by acclaimed photographer Ron Haviv.



Ron Haviv - who led our Prague workshop - is an Emmy nominated and award-winning photojournalist and co-founder of the VII Agency, dedicated to documenting conflict and raising awareness about human rights issues around the globe.



"The experience of joining the workshop was unforgettable. It was that year where I took my first aerial photography and I loved it so much."

– Sarah Alsayegh

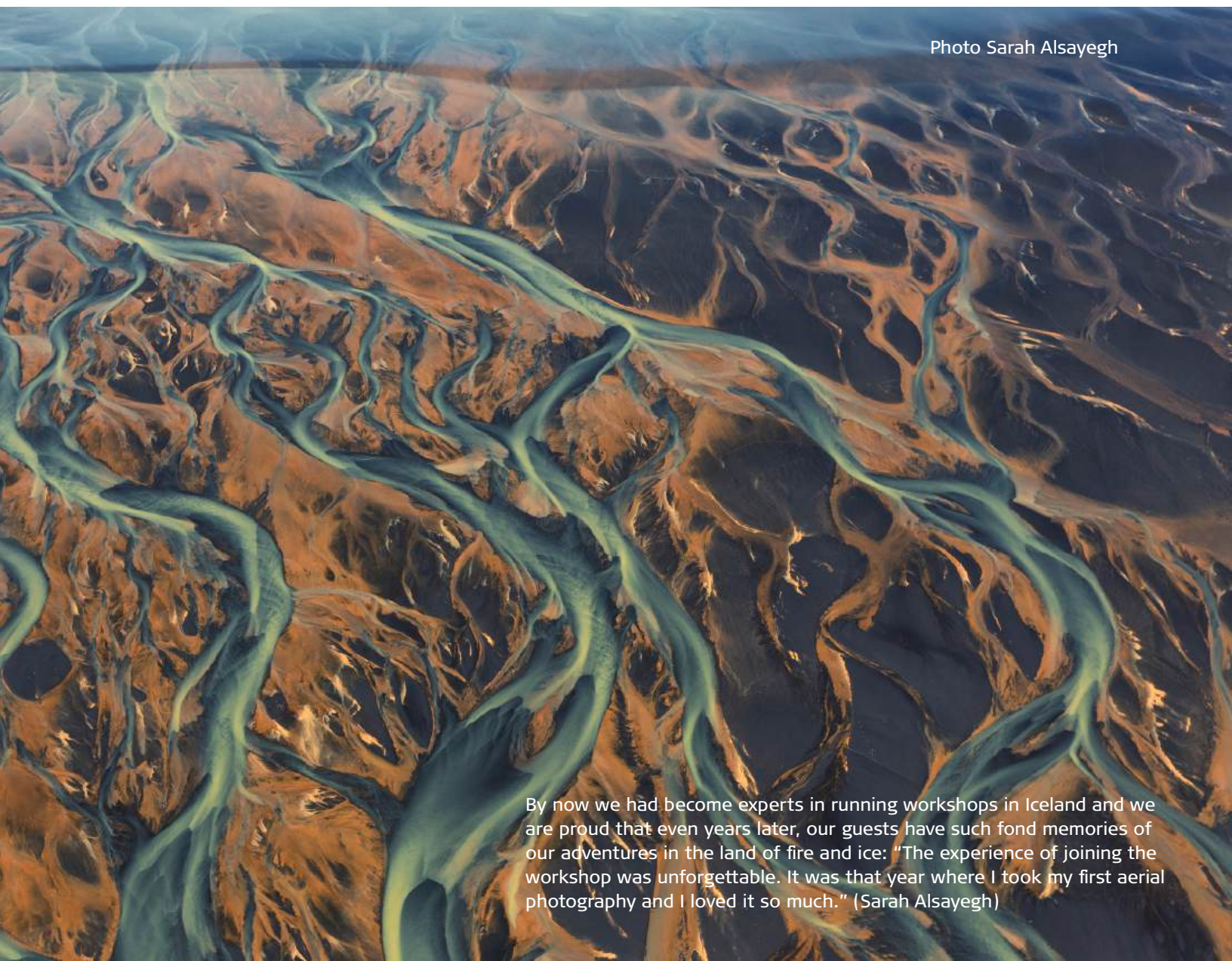


Photo Sarah Alsayegh

By now we had become experts in running workshops in Iceland and we are proud that even years later, our guests have such fond memories of our adventures in the land of fire and ice: "The experience of joining the workshop was unforgettable. It was that year where I took my first aerial photography and I loved it so much." (Sarah Alsayegh)

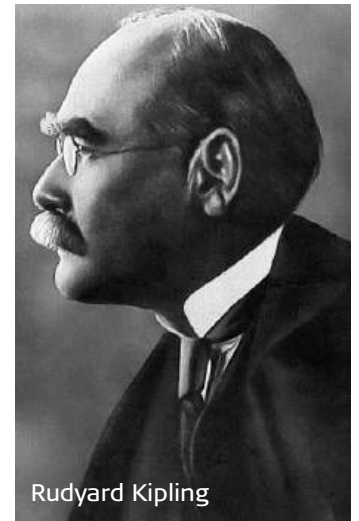
2014



India - probably the destination with the most contrasts that we have in our portfolio. It was exciting to lead our first group of passionate photographers (like Grzegorz Gradek, see photo) around Delhi, to the Taj Mahal, and the Ganges River, immersing ourselves fully in this unique culture. Everyone who participated, will surely remember our adventure for the rest of their lives.

Photo Better Moments

"By the old Moulmein Pagoda,
lookin' lazy at the sea,
There's a Burma girl a-settin',
and I know she thinks o' me;
For the wind is in the palm-trees,
and the temple-bells they say:
"Come you back, you British soldier;
come you back to Mandalay! "



Rudyard Kipling

Christian Nørgaard was a young boy when he heard this song by Rudyard Kipling for the first time – ever since it became his goal to travel to Myanmar – in 2017 it became a reality and a workshop



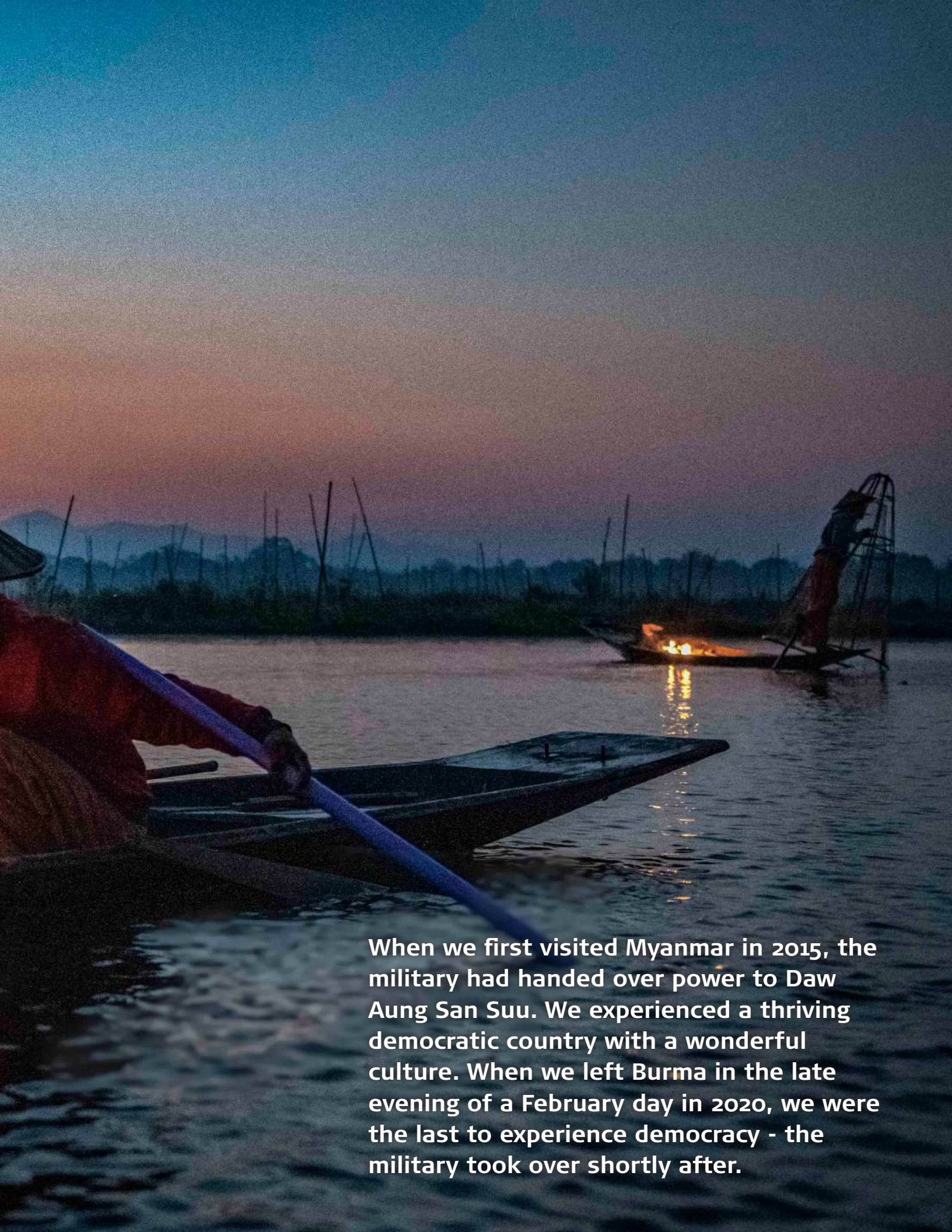
African migrants on the shore of Djibouti City at night raise their phones in an attempt to catch an inexpensive signal from neighboring Somalia—a tenuous link to relatives abroad. Reportage photographer John Stanmeyer, was named photographer of the year by world pressphoto. For all of us at Better Moments it was it was a thoughtful and important winner picture since we believe in helping each other regardless of religion or for that matter skin color - we are all human.

Photo John Stanmeyer

2015



Photo Christian Nørgaard

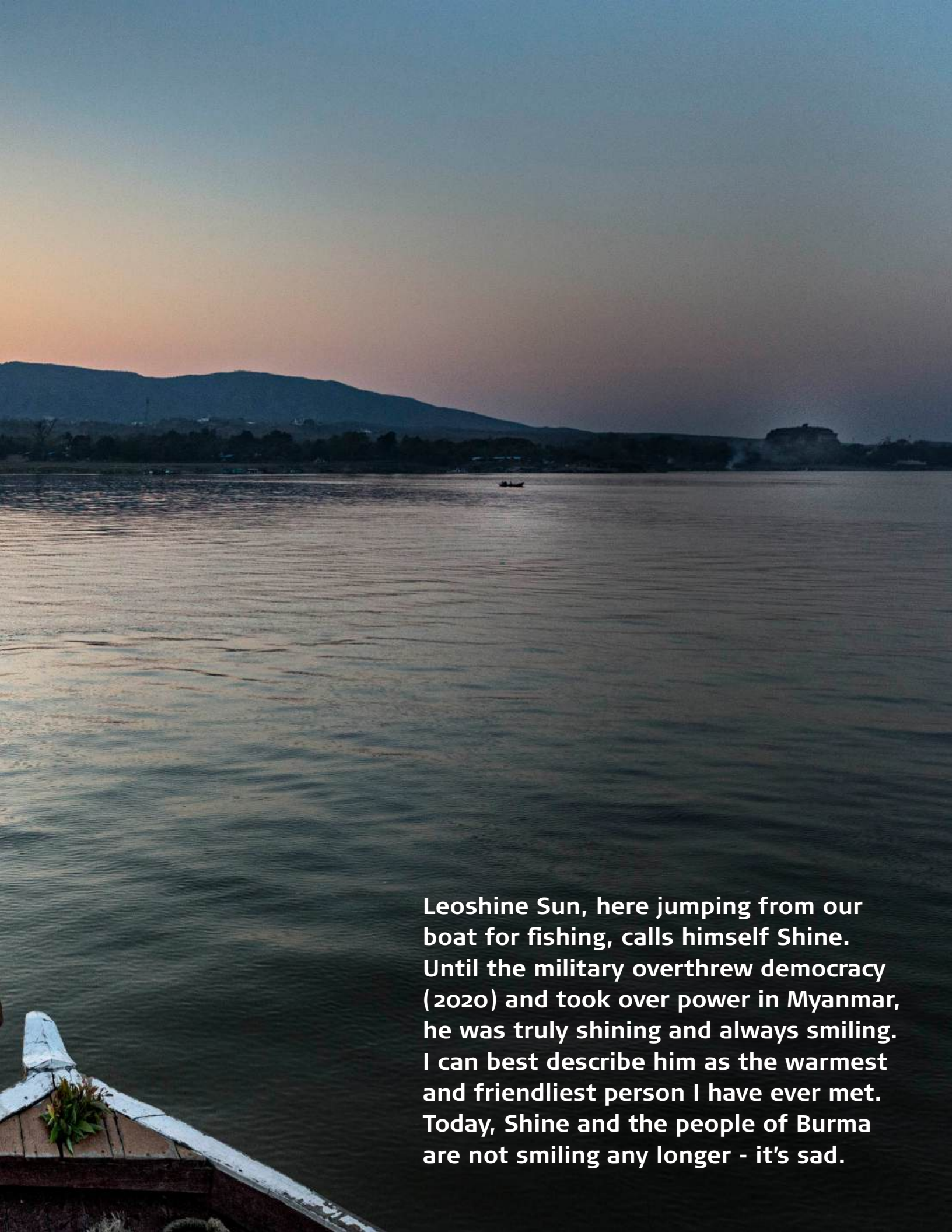


When we first visited Myanmar in 2015, the military had handed over power to Daw Aung San Suu. We experienced a thriving democratic country with a wonderful culture. When we left Burma in the late evening of a February day in 2020, we were the last to experience democracy - the military took over shortly after.

2015



Photo Christian Nørgaard



Leoshine Sun, here jumping from our boat for fishing, calls himself Shine. Until the military overthrew democracy (2020) and took over power in Myanmar, he was truly shining and always smiling. I can best describe him as the warmest and friendliest person I have ever met. Today, Shine and the people of Burma are not smiling any longer - it's sad.

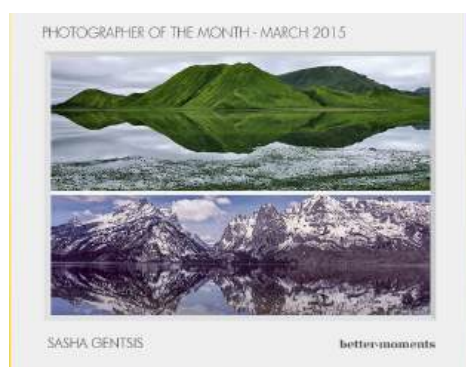
Unni and Jagoda attended our first Burma workshop.

Together with Christian, they explored the country with a handful of travel companions. At our workshops, we place great emphasis on the fact that you can also relax and enjoy the adventure.



Photo Better Moments

Photo Sasha Gentsis



In March we awarded the first "Photographer of the Month" Award to Sasha Gentsis for his images from our Iceland and Svalbard workshops. The award was established to acknowledge our guests' unique talent and passion for photography.

Photo Cotton Coulson



Photo Better Moments

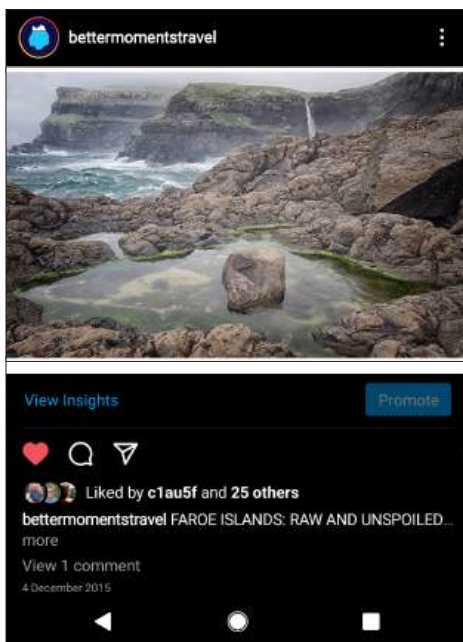


National Geographic photographers Sisse Brimberg and Cotton Coulson gave a street photography workshop in the picturesque Swedish town of Karlstad. The theory sessions took place at a special location - Värmlands Museum.

Photo Better Moments



Yes, we did go to Iceland a lot. During our workshop in July 2015, we took what probably is our favourite behind the scenes shot ever.



If you aren't following us on Instagram yet, you should do so right away to get your regular dose of photography and travel inspiration. Find us under @bettermomentstravel



We traveled to the edge of the Arctic and into a land of stunning tidewater glaciers and sparkling icebergs, and explored fjords that split the rugged coastlines. We trekked in tundra, and searched the edge of the pack ice for polar bears, walruses, seals, reindeer, and arctic foxes. Svalbard really is magnificent.

2015



Photo Christian Nørgaard

We explored Abisko - the national park in Swedish Lapland, which is famous for its stunning beauty, Nordic wildlife and the northern light. Christian traveled with a group of passionate photographers to shoot the amazing fall colours - also by helicopter.

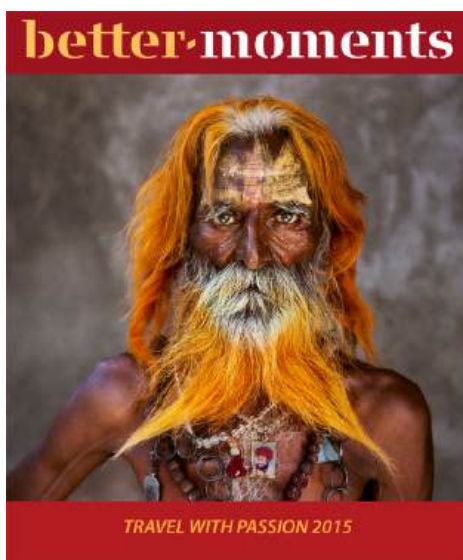
Christian was on a roll that year when it came to photo exhibitions in castles. "People of the World" by Steve McCurry was exhibited in the magnificent Frederiksborg Slot, Hillerød, a truly unique and historical location. Christian, Steve and the American Ambassador in Denmark, John Rufus Gifford - the lady got for some reason into the images.



Photo Better Moments



In May, Christian Nørgaard curated an exhibition titled "A New Age of Exploration" for National Geographic at Kalmar Castle, Sweden.



In our early years, we published an annual "Travel with Passion" catalog which included all our workshops. The 2015 edition had a photo by Steve McCurry on the cover. Later, when we expanded our workshop portfolio, we started making individual catalogs for each workshop.



Photo Christian Nørgaard

In 2015, German high-end lens manufacturer Zeiss joined as a partner to provide us with the best possible equipment.

We started running Master Classes together with the Swedish camera manufacturer Hasselblad, giving our guests the chance to try their high-end camera systems. "Our collaboration was truly successful and provided both amateur as well as professional travel and adventure photographers with a once in a lifetime photographic experience." (Bronius Rudnickas, Marketing Manager Hasselblad)



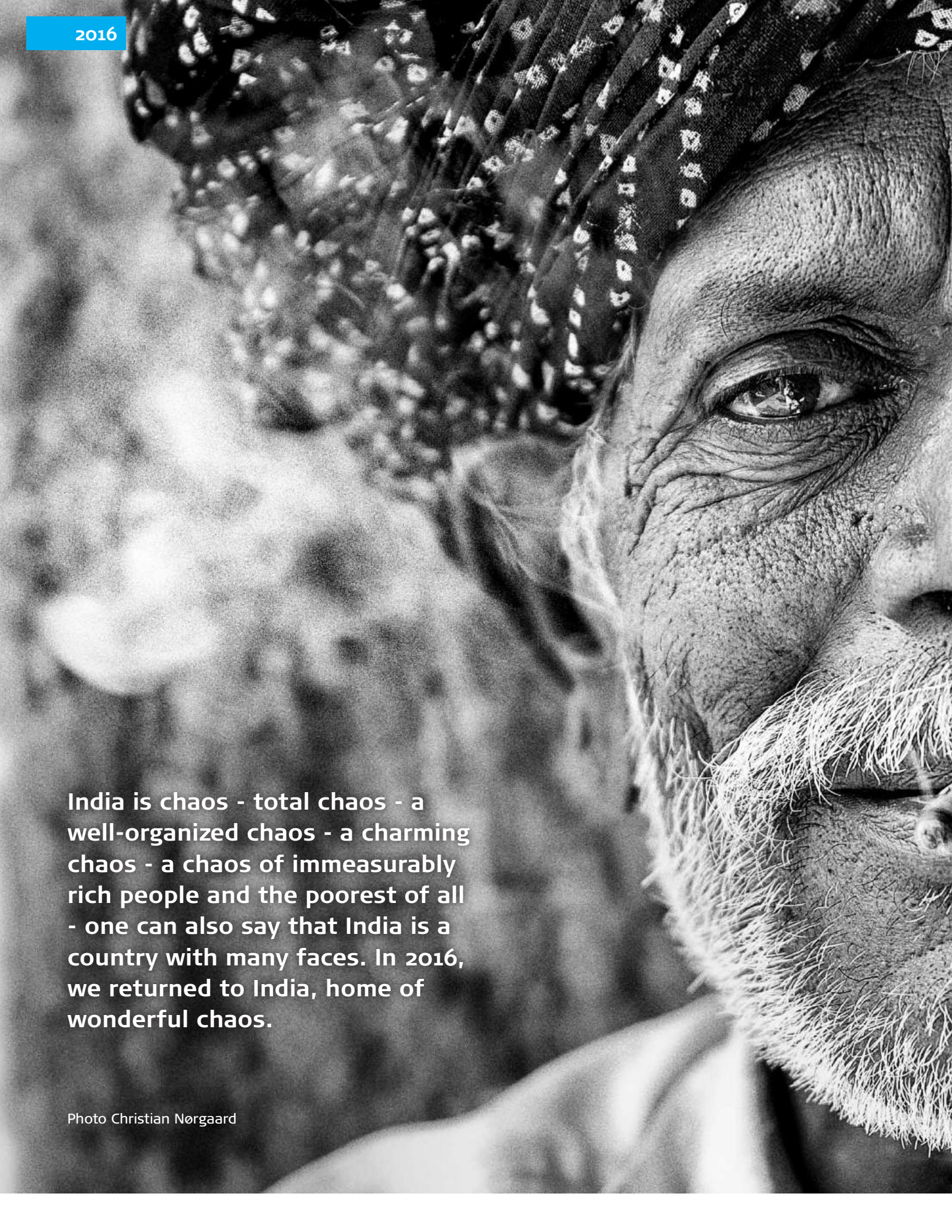
2016

Myanmar, Inle Lake,
Christian Nørgaard
and Steve McCurry.
It has to be fun to
photograph and there
has to be space to
tease each other - in a
fun and loving way.



Photo Marianne Holdt





India is chaos - total chaos - a well-organized chaos - a charming chaos - a chaos of immeasurably rich people and the poorest of all - one can also say that India is a country with many faces. In 2016, we returned to India, home of wonderful chaos.

Photo Christian Nørgaard





Photo Better Moments

"My three trips with Better Moments have influenced my photography in a number of ways. First, I have learned to plan framing of shots better. Secondly I have improved camera handling. If one is comparing Better Moments with other trips one could say 'Better than others'."

John Gunn traveled with us to India, Burma, and Indochina.

"After dinner at the hotel in Hrauneyjar, I told the team that I would want to pay for the drinks because it was my birthday. Some minutes later Christian disappeared and then came back with a mini cake and a burning candle in the middle. That was a wonderful surprise and typical for Christian."

Achim Dittrich traveled with us to Iceland and Greenland.



Photo Achim Dittrich



Photo François Côté

"In the past years, we shared incredible adventures, from countryside hotels without heating, to multicoloured night skies of the far north, up to being rescued by the Norwegian coast guard off the coast of the Nordvest-Spitsbergen Island. I am happy to be part of such a community."

François Côté traveled with us to Greenland, Svalbard, and Tibet/Nepal

"Traveling to Burma and Ethiopia with Better Moments the last few years has been a pleasure. Each workshop has been extremely dynamic, as we've visited places like local markets and villages, and also traveled to well-known World Heritage locations. The workshops create the opportunity to make unforgettable images."

– Expert Steve McCurry

We conducted our first Steve McCurry workshop in Burma as Steve knows the country like the back of his hand while it is also not a touristy destination. From street photography in Mandalay to exploring the stilt villages at Inle Lake - there was never a dull moment on this trip.



Photo Better Moments

In 2016 we finally returned to Bhutan. The workshop was again led by National Geographic photographer Sisse Brimberg whose knowledge, experience, and passion is always highly appreciated by all of our guests.



"Our guide informed us that we were scrapping the day's agenda because he had arranged for a truly special treat – a visit to his family in a small, remote village only reachable by

foot. We were warmly welcomed by his parents with hot tea with yak milk, and a traditional Bhutanese meal to die for."
- Expert Sisse Brimberg



Photo Sisse Brimberg



Photo Sisse Brimberg

© David G. Wilkins 2021

"Sisse went up on a roof where chiles were drying and we all followed. We also shot the traffic policeman who was supervising a chaotic intersection and then visited a fabric store where Antonia bought an outfit. We did so many different things and were encouraged to shoot up close."

Chris Wilkins traveled with us eight times, e.g. to Bhutan, Scotland, Morocco, and Greenland



Photo Better Moments

After an exciting workshop in 2014, we traveled to India once more in 2016. The workshop was again organized in conjunction with National Geographic Nordic and took us to some of India's most beautiful locations.



Photo Better Moments

Swiss photographer Marco Grob is known for his portraits of celebrities like Barack Obama, George Clooney, Lady Gaga, or Madonna. The opening ceremony at Frederiksborg Slot, Hillerød, was attended by Danish crown princess Mary and curated by Christian Nørgaard

"My workshop with Marco Di Lauro photographing the Palio di Siena actually changed my life."



Photo Marco Di Lauro

Marco Di Lauro has won two World Press Photo Awards so we were excited to organize a reportage photography workshop with such an experienced photographer. The days we spent at the world's craziest horse race, Il Palio di Siena, literally changed the life of one of our participants.



"Once in ancient times the workshops took place indoors in school classrooms, today it is unthinkable to carry out a workshop in this way. The Better Moments workshops are not only sensory but work experiences often immersed in a unique nature or participating in unrepeatable and important events of our time."
- Expert Marco di Lauro



"My workshop with Marco Di Lauro photographing the Palio di Siena actually changed my life. I went from day 1 of not even thinking to charge my camera batteries for the next day to ending the trip with Marco telling me I was a born photojournalist. I've since become a portrait photographer."
- Lucy Mohr

Christian Nørgaard had the pleasure of traveling with seven passionate photographers through the magnificent Indochina.



Photo Anders Espersen

"When you've seen the world there's always Greenland" - Another year, another Masterclass on Greenland. Trust us, it never gets boring to explore this magical place.



Photo Better Moments

"When you've seen the world there's always Greenland"



Photo Better Moments

Aaaand of course we also visited Iceland. By now, Iceland was a staple in our workshop repertoire as it remained popular with our guests.



Photo Renate Gumprich-Donau

"One of the most memorable photos of the workshop shows the big pinnacle of the huge iceberg in the light of the midnight sun at nearly 2am during the night. I like the balance and colour contrast between the warm reddish colours of the sun reflected in the water and on the ice and the cool blue colours of the shadows." Renate later put her images together in a book titled *Weisse Wunderwelt*.

Renate Gumprich-Donau traveled with us to Greenland.





Who said photography is a walk in the park? Anyone who goes the extra mile will come home with unique pictures - here is one from Brúarfoss, Iceland.



Together with our partner SanDisk, Christian Nørgaard put together a guide book on smartphone photography. It includes more than 100 tips and tricks on how to take better photos with your smartphone. As a family member of Better Moments, you can get the book for free.



Prof. Dr. Jürgen Wettke has traveled with Better Moments to such exotic destinations as Greenland and Iceland. And it is precisely from Jürgen's workshop in Iceland (2016) that he has published two unique books with glimpses of our many fascinating destinations. Jürgen has also published a book titled THE NAMIB DESERT ART. STRUCTURES. COLORS from his travels with Richard Konecky, who is one of our loyal guests too.

Iceberg ahead! One of our time best designers, Ole Søndergaard, re-designed our logo to the one you know today - the Better Moments iceberg. There is way more than what you see above the surface - Better Moments sticks very deep.



A full-page background image of a colorful, undulating mountain landscape, known as Rainbow Mountain. The terrain is characterized by vibrant, layered bands of red, orange, yellow, and green, creating a striking visual effect. The lighting suggests a low sun, casting long shadows and highlighting the textures of the earth.

2017

The Silk Road was the most important trade route in the world. Caravans of merchants traveled from Turkey all the way to the heart of China, where they passed the Rainbow Mountain in Gansu Province. Our 2017 workshop was an adventurous journey from the very heart of China and all the way up to the border with Pakistan.



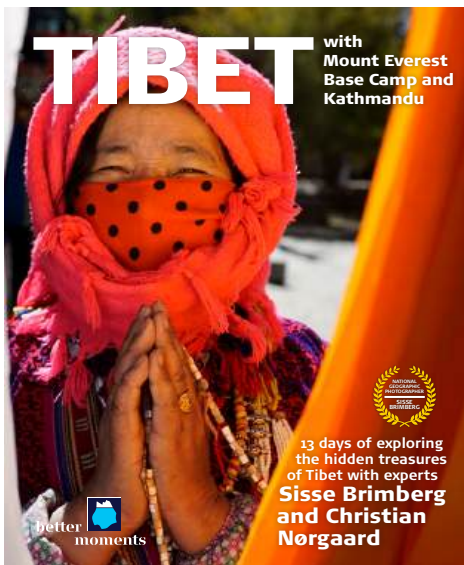
Photo Christian Nørgaard

Scotland is a wonderful photographic destination. Well, it rains a lot at any time of the year - but let's be frank, this is what gives your images depth and saturated colors.





Håkan is our graphic design wizard and we were delighted that he agreed to join our team for several reasons. Not only do our catalogs look fab since Håkan is in charge of them, he also brightens any day with his positive attitude.



Thanks to Håkan and the experience he gained working as National Geographic's Art Director for years, our catalogs got a facelift to make them look more clean and sophisticated.



"While discussing with Steve, I understood that he shot only very few commercial pictures in his career. Walking together in a local market along the Inle Lake, we spotted a straw hat and both instantly knew what we'd do with it. Steve reenacted one of his famous commercial pictures and I couldn't be happier to be his subject." Bernard Menetrier de Jollin traveled with us to Burma.

No year without at least one Iceland workshop! In 2017, we organised another Better Moments and Hasselblad Masterclass.



Together with the Museum of National History in Denmark and Värmlands Museum in Sweden, Christian Nørgaard presented a remarkable exhibition of more than 200 of Dennis Hopper's most important black and white photographs.





Photo Better Moments



Photo Better Moments

The Silk Road workshop was, without question, one of our most memorable trips ever. We followed the old commercial route through China, along the border of Pakistan and Afghanistan, and met lots of interesting people along the way. Here is our guide, Michael, running for his life during a horse race on the border of Pakistan .

As much as we like exploring the world, we also enjoy roaming our “backyard” Scandinavia. In 2017, we did another fall workshop to capture Abisko’s endless scenery of blue skies and colorful trees.



Photo Better Moments

A few years earlier, Christian and Anders met while working at Hasselblad. A professional photographer himself, Anders was a great addition to the Better Moments team and today spearheads our Photo Exploring project.



Photo Christian Nørgaard

The Faroe Islands may be a small country with more sheep than inhabitants, but they are an incredible place for landscape photography. The jaw-dropping scenery is out of this world, and yet, the archipelago remains one of the rare hidden gems on the world map.



Photo Better Moments

Dont think too much - just shoot away. Sasha Gentis and friends on the Faroe Islands captured in a quiet and thoughtful moments



Photo Better Moments

"I have been on 8 workshops but forced to pick just one, I would choose the Sweden and Norway fall colors trip in 2017. The fall colors were really at peak when we were there and there was a fantastic aurora one night in Norway. Sometimes one's opinion as to the best trip occurs later when one has time to reflect on the experience."

David Wilkins traveled with us to Abisko, Tibet, Morocco, and five other destinations.

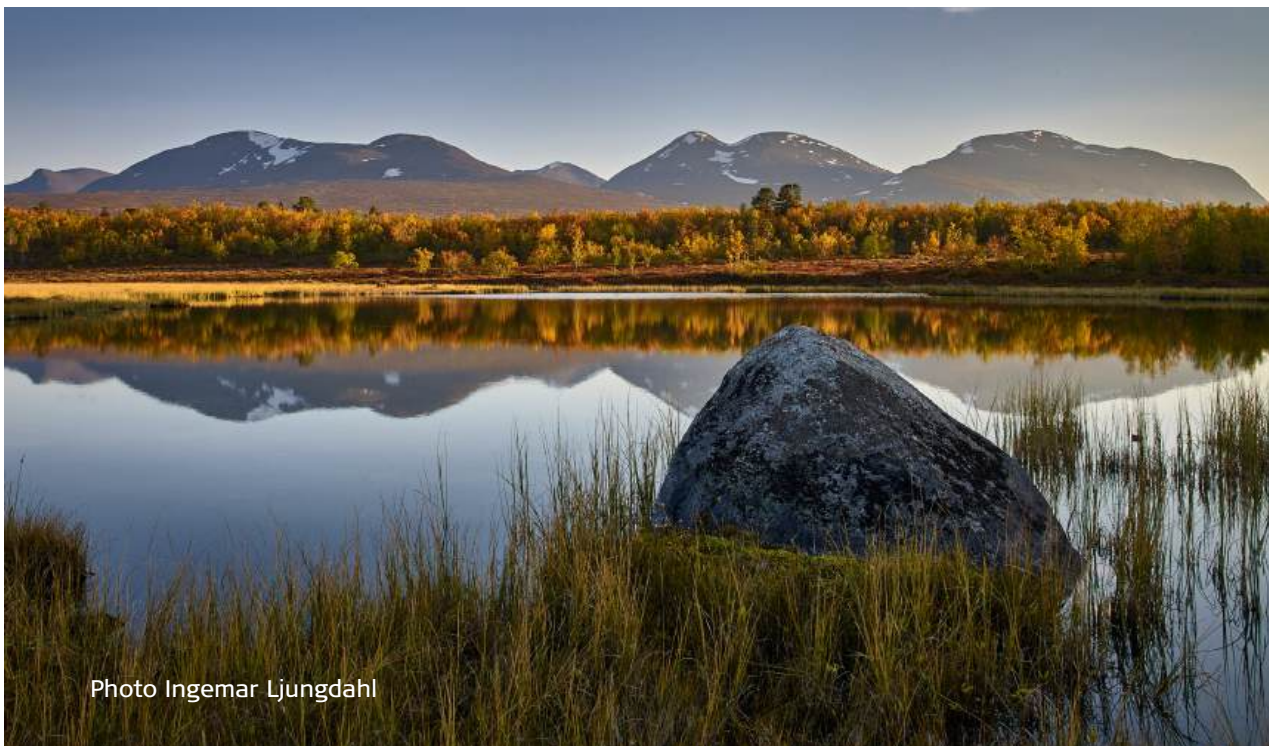


Photo Ingemar Ljungdahl

"My photography developed from just wanting to shoot "big vistas" to also include more intimate landscapes and a whole new view on shooting flowing water, creating different interpretations by working with shutter time. Things that I've carried with me since and used as tools in my toolbox."

Ingemar Ljungdahl traveled with us to Abisko.



Photo Anders Espersen

Scotland has more to offer than excellent Whisky (although that is a big bonus) - incredible landscapes for example. Tom D. Jones led our first workshop on the Isle of Skye. Here you can see Better Moments' instructor Anders Espersen with friends.



Photo Christian Nørgaard

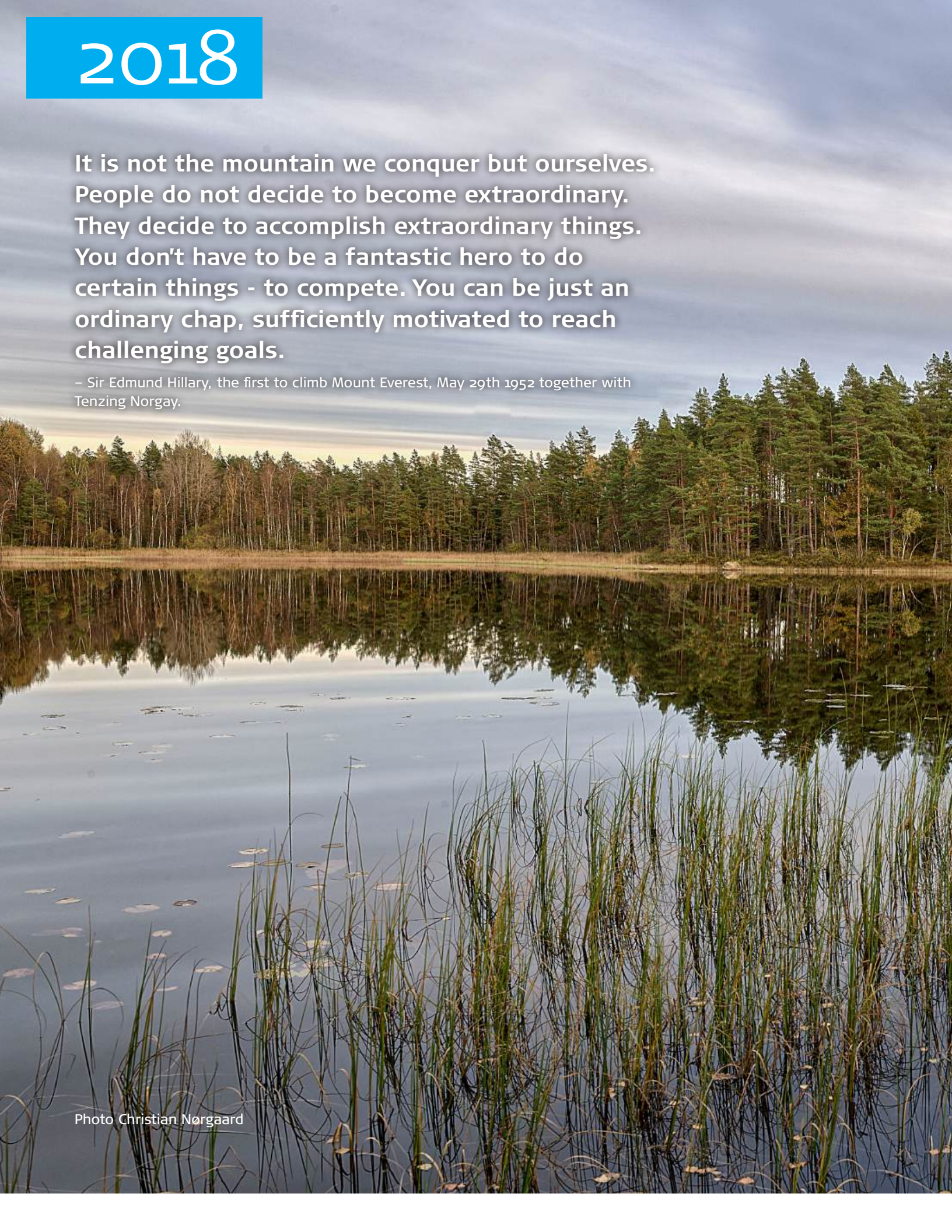
It may be difficult to pick THE most stunning place for photography in a country like Norway - but Lofoten certainly is in the top 3. We visited some of the most stunning places on the string of islands off Norway's coast.

2018

It is not the mountain we conquer but ourselves.
People do not decide to become extraordinary.
They decide to accomplish extraordinary things.
You don't have to be a fantastic hero to do
certain things - to compete. You can be just an
ordinary chap, sufficiently motivated to reach
challenging goals.

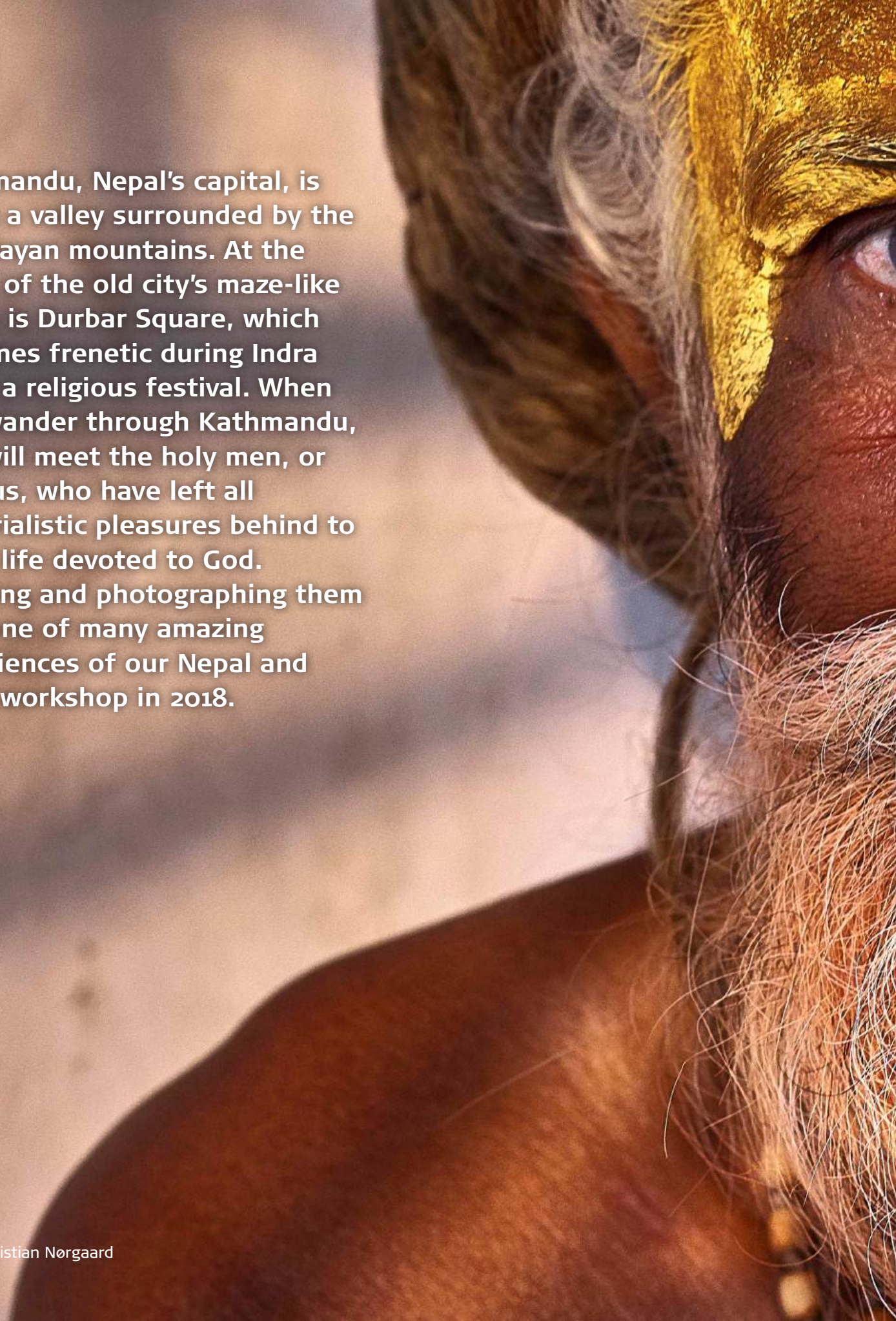
– Sir Edmund Hillary, the first to climb Mount Everest, May 29th 1952 together with
Tenzing Norgay.

Photo Christian Nørgaard





Kathmandu, Nepal's capital, is set in a valley surrounded by the Himalayan mountains. At the heart of the old city's maze-like alleys is Durbar Square, which becomes frenetic during Indra Jatra, a religious festival. When you wander through Kathmandu, you will meet the holy men, or Sadhus, who have left all materialistic pleasures behind to live a life devoted to God. Meeting and photographing them was one of many amazing experiences of our Nepal and Tibet workshop in 2018.







Tibetan highlands, rice farmers. We made an unplanned stop on our way from Lhasa through the highlands when we saw this man dancing - yes, he was dancing in a small square. The village's women, children and men sang, clapping their hands. Why? because they celebrated that the first rice of the year had been harvested - a wonderful glimpse from a fantastic workshop to Nepal and Tibet in 2018.

Photo Christian Nørgaard



Photo Better Moments

"Our Cuba program is specially designed for photographers with a desire to improve their street photography skills. Besides great photo opportunities, Cuba has everything that a relaxed traveller is longing for: great food, famous cigars, music on the streets, and a lot of fun driving in the old cars from the fifties." Expert Arne Hodalic



Photo Better Moments

For the very first time, we ventured to the American continent to conduct a photography workshop. Slovenian photographer Arne Hodalic was the leader of this photography adventure to Cuba, which had a strong focus on portraits as we had organized it in cooperation with Broncolor.



Photo Anders Espersen

One of our loyal Better Moments travelers, Richard Konecky, joined our first official photo walk in Copenhagen to explore the picturesque neighborhood of Christianshavn. Today, we have over 10 cities in our portfolio where you can go "Photo Exploring" with your own local guide.

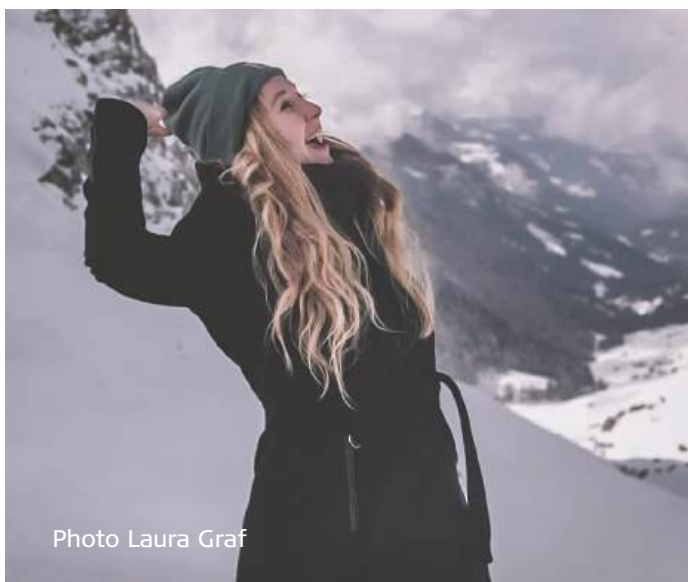


Photo Laura Graf

In September, Laura joined Better Moments as Marketing and Communications Manager for the next three years to come. An avid traveler and passionate photographer herself, she embodied what Better Moments is all about.

Oqaatsut, formerly Rodebay or Rodebaai, is a settlement in the Qaasuitsup municipality, in western Greenland, only 30 minutes by boat from Ilulissat - a true hidden gem.



Photo Better Moments

"The workshop participants are a very diverse but nice crowd from all corners of the world and from all kinds of industries. What they all have in common is the passion for photography, adventure and travel. Many people I met through Better Moments I am still in contact with and they have become friends for life."

—Expert Tom D. Jones



Photo Better Moments

In spring, we ran another Better Moments & Hasselblad Master-class workshop. This time with award-winning fine art photographer Tom D. Jones. We covered amazing locations ranging from Namibia's coastline to its impressive desert.



Photo Sylvia Jones

Expert Tom D. Jones



Photo Better Moments

The concept of our Better Moments EXPLORER Workshops is simple: take an acclaimed photographer, pick a destination with breathtakingly beautiful scenery, put together a group of passionate photographers and hand them a Phase One 100MP medium format camera - for free.



In December 2018, Better Moments received a Gazelle Award by Børsen, Denmark's leading financial newspaper, rewarding years of hard work. The prestigious award is given to Denmark's fastest growing companies.



It was time for a change. We built a new, streamlined website to generate a better experience for our visitors. It finally went online in October 2018.

Our graphic designer Håkan refined our catalogs' design even more. Did you know that you can find all our catalogs on www.issuu.com/bettermoments?



Photo Christian Nørgaard

The workshop combining Nepal's capital city, Kathmandu, and the Tibetan Highlands, spiced up with experts Sisse Brimberg and Christian Nørgaard, was, in all modesty, a huge success.

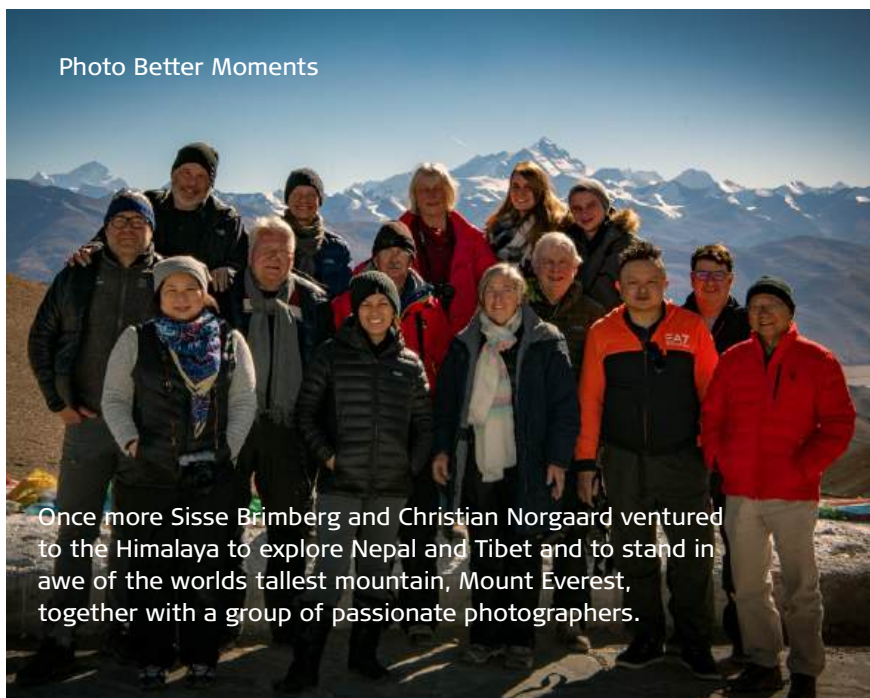


Photo Better Moments

Once more Sisse Brimberg and Christian Nørgaard ventured to the Himalaya to explore Nepal and Tibet and to stand in awe of the world's tallest mountain, Mount Everest, together with a group of passionate photographers.

2019

Ethiopia's Omo Valley is one of the most unique and historic places on our planet. Here, the local tribes live along the Omo River where they fish, grow crops and raise cattle. When strangers come to their village, they paint themselves with their traditional body paint.



Photo Christian Nørgaard



Finland is an adventure for everyone with a deep passion for landscape photography. Northern Lights, soft untouched snow, rivers, forests - yes, it's hard to find anything negative to say about Finland... apart from the fact that you can't shoot it all!





Photo Better Moments

How to paint with light? Better Moments expert Lars van de Goor shared his knowledge with our group of passionate photographers that joined him for a week-long adventure through the Dutch forests.

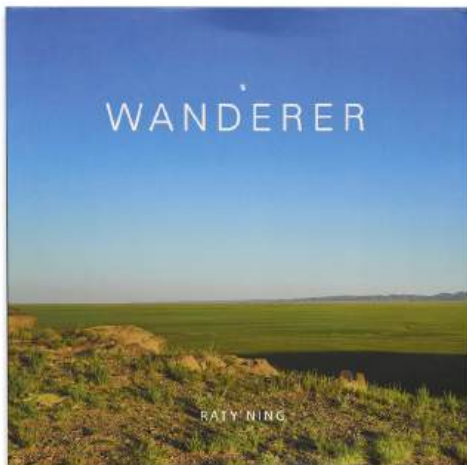


Hasselblad Master Lars van de Goor joined our team of experts in 2019. He is renowned for his enchanting photographs reminiscent of the romantic landscape painters of the 19th century. Traveling through Europe in a camper van, he explores the continent's ancient forest in the search of the next mystical forest scene.



Photo Photo Exploring

By the end of 2019, we were already offering private photo walks in all major European cities. As a bonus, our guests got - and still do - a free photo book by Anders Espersen with tips and tricks around photography in cities.



Raty Ning is the Vice President Director of Pacto Convex, an Indonesian Professional Convention Organizer. But Raty is also a very passionate and talented photographer - you can enjoy her images from around the world in her book, WANDERER. Raty Ning, who traveled with us to Svalbard in 2019, was a great inspiration to all of us and a wonderful shooter.

"Lighting conditions were contrasty and harsh because it was near mid-day when we began to photograph in this Abore tribal village, Ethiopia; one thing that we've learned from Christian was to seek softer lighting by directing our models into the shades under trees or inside their stick-hut lodgings."

Joe Lam traveled with us to Ethiopia, Burma, Tibet and Greenland.



Joseph Lam Photography

Photo Joe Lam



Photo Better Moments

Christian Nørgaard, who has led expeditions on Svalbard since the start of Better Moments, guided a handful of guests from around the world to the edge of the world - into the pack ice between Svalbard and East Greenland.



Australian photographer Peter Eastway was the expert on our EXPLORER workshop to Iceland. As always, we had a fantastic time exploring the rugged coastline, ice caves, and otherworldly landscapes: "We were as excited as kids while taking a helicopter over the glaciers... or hiking to an ice tunnel in the glacier," Shirley Breuel remembers.

"Christian and I have a very similar approach to sharing and instructing. We've certainly had a lot of fun together on our adventures – as have our guests and I think that's part of the magic that is Better Moments: not only do we travel to some amazing destinations, we have lots of fun along the way."

–Expert Peter Eastway



Photo Better Moments

That Christian Nørgaard has a special relationship with Tibet and Nepal - and the mountain rising up on their border - isn't a secret. After many, many trips to both countries, he knows where you have the best chances to take memorable portraits and capture interesting street scenes - a fact appreciated by our guest.

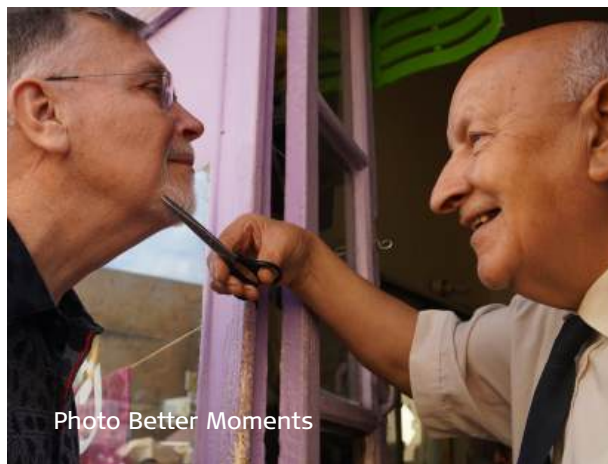


Photo Better Moments

National Geographic photographer Sisse Brimberg and her workshop group went on a round trip through Morocco, the "Jewel of Northern Africa", visiting Casablanca, Rabat, Fez, Agafay Desert, and the Atlas Mountains.



We ventured to Kuusamo in northern Finland to capture snow laden trees and the Aurora's dance on the night sky together with expert Tom D. Jones and Christian Nørgaard on our first EXPLORER workshop. It was seven amazing days with truly amazing photography on the border of Finland and Russia.

Photo Christian Nørgaard



Photo Better Moments

Photo Better Moments



"Being on the road with Christian is always a perfect combination of big fun and remarkable pictures. During our workshop in Finland we nominated Christian for the "Best Backward Driver" as he usually passed our turnout and drove backward for around 100 meters.

Bernd Beykirch traveled with us to Finland

"In order to take this classic photo of Old Man of Storr on the Isle of Skye, Tom D. Jones and I had to hike about 1.5 hours in the rain and mud to reach the vantage point. We had to work as a team, hold golf umbrellas for the other in order for them to prepare and take the shot."

Eric Frere traveled with us to Scotland, Ethiopia, and Svalbard

The best way to explore winterly landscapes with deep snow is with a snowmobile. Like here in Finland, where Thomas Steidle is getting ready for the day's adventures north of the Arctic Circle.



Photo Tom D Jones



Photo Better Moments

Christian Nørgaard shares his deep passion for photography with local Mursi tribes in Ethiopia's Omo Valley. A great moment for everyone - not least Christian Nørgaard himself.



Photo Yvonne Hill

"My best memory about Iceland would have to be the hour we spent in helicopters over the glacier. Two of us bobbed back and forth taking turns to photograph through the open window of the chopper and I got some memorable photos thanks to Christian's instructions about camera settings."

Yvonne Hill traveled with us to Iceland and Greenland



Our goal is to inspire anyone who is passionate about photography. Hence, we launched a series of guidebooks called "Better Moments Books". The digital books cover topics like aerial and street photography, or include or experts' best advice.



2020

2020 - a tough year for all of us. Our thoughts are with everyone affected by the pandemic. For us, it was a year we used to reinvent ourselves. We started hosting online lectures with our Better Moments experts, spent months rebuilding our website from scratch, planning new workshops, and opening up new Photo Exploring destinations. Even without workshops, it was a busy year for us.

Photo Christian Nørgaard





In the beginning of 2020 we headed to Burma with Steve McCurry. This workshop was actually a first - a workshop group that consisted of 90% women. We very much enjoyed having so many adventurous females in our workshop ready to explore the wonders of this beautiful country. Sadly, as it turned out, it would be the first and last workshop of 2020 - and the foreseeable future. The Covid-19 pandemic started spreading around the globe by the time we finished our workshop, putting all travel plans on hold. On top of that, the situation in Burma drastically changed within the next couple of months as the military overthrew the local government. For the time being, this will remain our last workshop in Burma but we hope that we will be able to return sometime in the future.

Photo Steve McCurry



WARMLY WELCOME
BETTER MOMENTS With
STEVE MC. CURRY

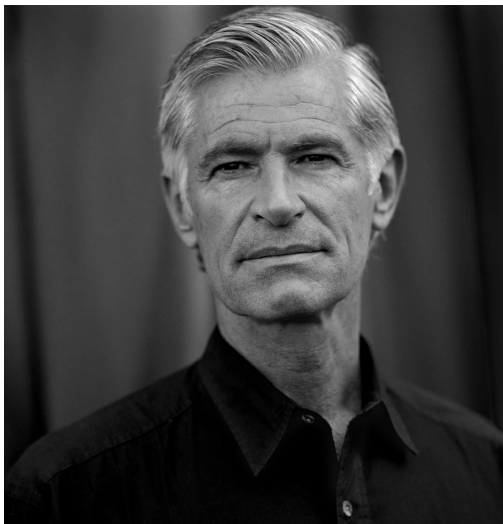
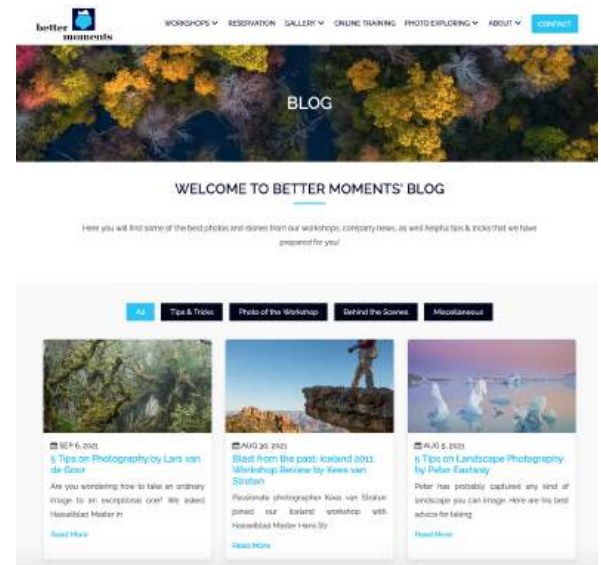


Necessity is the mother of invention - since traveling was suddenly impossible, we decided to take our guests on virtual trips instead. In live webinars, our experts shared their images and knowledge. We talked with Steve McCurry about his iconic photography, learned about the life of Mongolian nomads from Hamid Sardar, and looked behind the scenes of National Geographic with Arne Hodalic. Sisse Brimberg and Christian Nørgaard furthermore conducted portfolio reviews to give passionate photographers feedback on their work. After a year of hosting successful webinars, we can say that they are here to stay. By the way, you can find all our previous webinars on our website bettermoments.com.



Christian's best-selling book "50 Years on Everest" got re-published with a beautiful new cover that was taken during our Nepal/Tibet workshop the previous year.

After a lot of blood, sweat, and tears we could finally publish our new website in November under the new URL bettermoments.com. We added a news section to keep you up to date, improved our workshop pages with additional information and videos, and also extended our blog to provide glimpses behind the scenes and to share photo tips, tricks and inspiration. We furthermore gave our newsletter a facelift to match it to the new design.



At the end of 2020, James Nachtwey joined our team of experts. The World Press Photo Award and Robert Capa Gold Medal winner will be the host of a reportage photography Masterclass in Bangkok, Thailand.



Svend Erik Nørklit, former Country Manager at Nikon and Advisory Board member

"I have known Christian for more than 25 years, back when he ran the magazine VAGABOND. Already at that time, Christian's focus was on travelling; on gathering great pictures and fantastic stories from all over the world. He approached Better Moments with a whole new thinking and smart strategy."



Hamid Sardar is a renowned photographer, documentarist and scholar with a Ph.d. in Inner Asian Studies from Harvard University. He has produced several internationally acclaimed documentaries about the nomads of Mongolia and is therefore uniquely qualified to introduce the often reclusive and enigmatic cultures of Mongolia to our workshop guests.



To expand our portfolio of wildlife-focused workshops, we got another new expert on board, French photographer Laurent Baheux. Laurent is known for his monochrome wildlife photographs and for striving to capture the personality and humanity in every animal as distinct individuals. Laurent will take our guests to Kenya for spectacle that is the Big Migration.



In December, Profoto joined as a partner. Together with them, we will run workshops on portrait photography in the future.

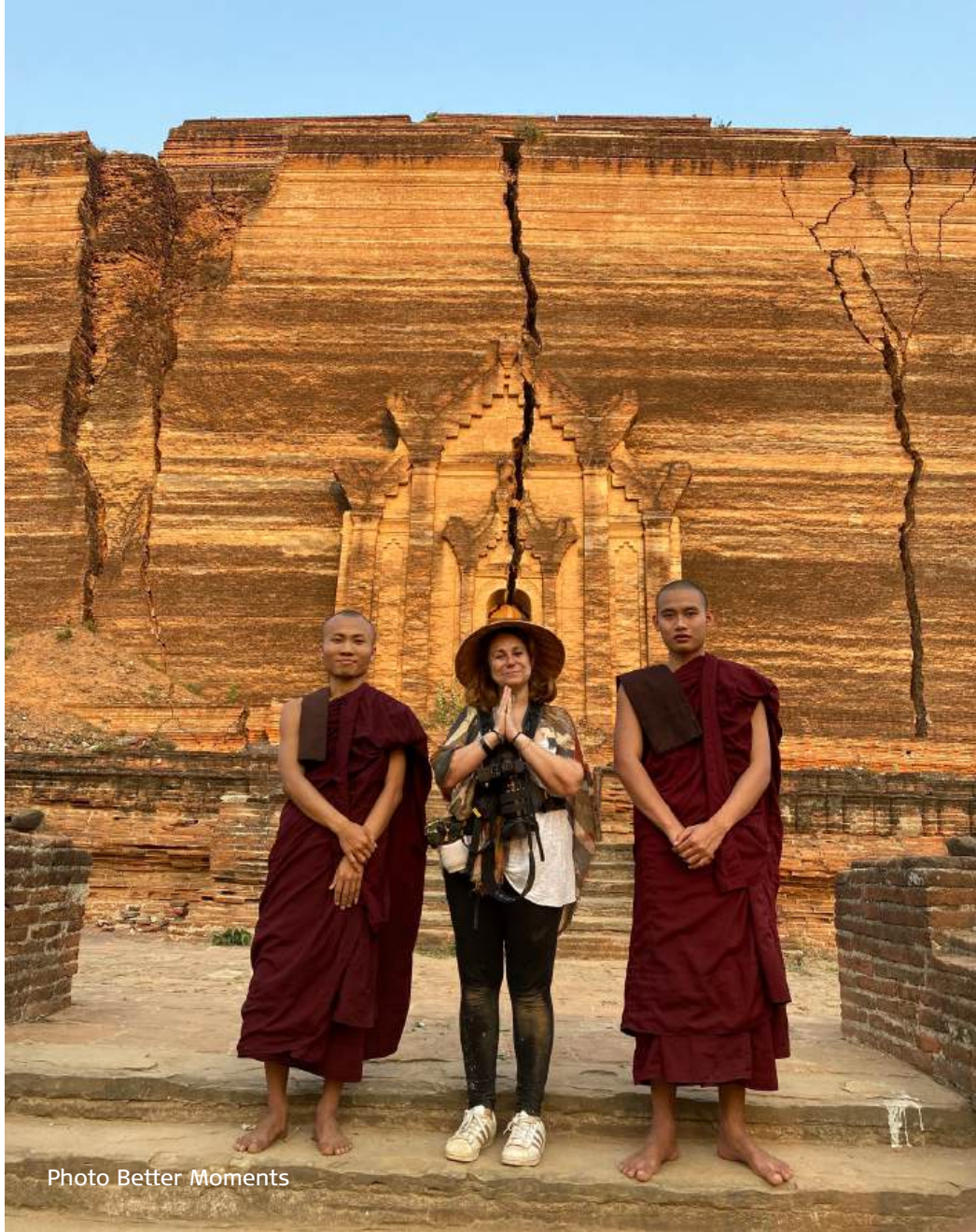


Photo Better Moments

"The shot shows a child playing near an enormous Buddha statue lying in Mandalay. Nearby, there was a team of local photographers taking pictures of a model. Our guide and Steve went to help them with the lighting equipment and seeing their faces when they realised that Steve McCurry was holding their lighting was a great moment!" Muriel Fond traveled with us to Burma.

"We went out at 5:30am in total darkness in the long boats they use on Inle Lake, Burma. From around 6, we started to take photos of the fishermen drinking tea with their helpers. As the sun started to rise, the sky went orange and it was magic. The fishermen started to throw their nets and it was almost like watching a beautiful ballet without music." Lisbeth Monéton traveled with us to Burma.



Photo Lisbeth Monéton

2021

and onwards



Photo Christian Nørgaard



2021 marks our 10th year in business and about a hundred trips to some of the world's most breathtaking locations for photography. We have sold-out workshops ahead of us and are further expanding our Photo Exploring concept to destinations outside Europe. This book is a celebration of Better Moments' past and future and we cannot wait to continue this journey with you and go explore the world with our cameras.



Photo Marco di Lauro

Another workshop we put back on the list of destinations, is the reportage photography workshop with Marco di Lauro for the “Palio di” Siena in Italy. After the success of the previous one, we cannot wait to immerse ourselves in the celebrations around the crazy horse race once more.

Due to popular demand, we are bringing back our Indochina workshop with Christian Nørgaard. Unlike our other workshops, this one is based on traveling with a small group of only four photographers. We will explore Thailand, Laos, and Cambodia to document the daily rituals of the local monks, float down the Mekong River, stroll through lush green jungle, and explore the century-old ruins of Angkor Wat.



From Olten, Switzerland, to Copenhagen and Stockholm – “Infinite Deep” was curated by Christian Nørgaard and shows photographic works of the American filmmaker David Lynch.



Photo John Gunn

By June we had launched five new Photo Exploring destinations: London, Barcelona, Ljubljana, Amsterdam, and Stockholm. Soon, we will offer the Better Moments experience in cities all around the world.



Photo PhotoExploring



Photo James Whitlow Delano



These destinations are a first: Philippines, Mongolia, Kenya, Bangkok, Papua New Guinea, East Greenland, Andalusia, and California are coming up and we cannot wait to pack our (camera) bags and go. Are you joining us?

We were excited when James Whitlow Delano joined our team of experts. James is an award-winning visual storyteller based in Japan. His work has been published and exhibited throughout the world and now he will lead our Philippines workshop which will take our guests to some of the Philippines' most remote islands.



For our future India workshops, we teamed up with Austrian photographer Andreas H. Bitesnich. In his successful artistic work, he uses his unmistakable textures to create his famous nude photographs, numerous national and international advertising campaigns as well as portraits of famous contemporary figures such as Anthony Quinn, Jane Goodall, Bob Geldorf, or Reinhold Messner.

Photo Better Moments



10 YEARS WITH **BETTER
MOMENTS**