

# GREENLAND

## Into the Icecap

Amazing Greenland with  
Phase One Explorer

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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Photo above by David Trud

Cover photo by Tom D. Jones

Discover  
the future of  
photography at our  
exclusive Greenland workshop



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

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 Greenland 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









# Amazing Greenland with Phase One Explorer

Greenland truly is paradise  
for any landscape  
photographer.

Combining raw wilderness, fascinating scenery and outstanding clarity of light like only a few other places, your trip to the world's largest non-continental island will be worthwhile. We will explore some of the world's most magnificent fjords, see spectacular mountain ranges, picturesque villages, and – if we are lucky – we will even spot whales and get a glimpse at the Northern Lights.

## **AERIAL PHOTOGRAPHY**

For years, Better Moments has organized amazing aerial photography in Greenland, shooting over the icecap and Greenland's stunning scenery. So don't miss this unique opportunity to photograph Greenland from above together with the best.

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, who will join the aerial photography workshop.

**BETTER MOMENTS & PHASE ONE EXPLORER** is your gateway to working with top of the line equipment from Phase One, while also photographing one of the most spectacular natural phenomena: the northern lights. We provide participants with **FREE** exclusive access to the power and versatility of the Phase One Premiere XF Camera System and Capture One software, 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 Greenland together with passionate and like-minded enthusiasts, using the best photographic equipment on the market.

## **FOR FREE**

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

- **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.

# 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 Greenland expedition.

## ■ HIGHLIGHTS

- Visit of the Icecap.
- Evening and night photography in and around the Inuit town of Ilulissat.
- Landscape photography from sea level inside the ice fjord.
- Helicopter flight around Disko bay and the mouth of the fjord.
- Boat tour around Disko bay and the ice fjord.
- Workshops on techniques and shooting strategies for boat, night and landscape photography.

## ■ 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

- The best techniques with personal hints and advices.
- Composition, focusing on lines, perspective and balance in the frame.
- Working with different angle lenses, exposure times and aperture.
- Photographing scenes having a high dynamic range..
- Handling equipment with care on location.

## ■ IN CLASSROOM

- Expert review and constructive criticism of the images taken during the day.
- Portfolio review.
- Workflow in Phase One's Capture One software.
- A Better Moments Certified Photo Instructor will be available during the entire workshop to offer assistance with camera settings, the basics of composition, guide and help in general.











# Itinerary

## DAY 1

### ■ ARRIVAL IN THE TOWN OF ICEBERGS

Ilulissat means “the place with icebergs”, which it is indeed. The Kangia Glacier nearby Ilulissat is a UNESCO World Heritage Site. Icebergs can be seen from all over town and if the weather is clear you will also be able to see the icebergs when flying into the small town with about 4,000 inhabitants.

We will spend the day in the mountains that beautifully surround Ilulissat and the ice fjord. Here we will find canyons, lakes and Spring's first stirring vegetation. There is also the possibility of macro photography and magnificent panorama shots. You will be able to see natural graveyards from the Greenlanders' ancestors.

We plan around the weather today and, if we have the chance, we hike to the edge of the icefjord where we shoot from the east side. This angle is unique since we have the mouth of the ice fjord in the background and, if you choose to shoot in the opposite direction, the ice cap will be featured as a backdrop.

Dinner at the hotel and then we will meet for an image review session where you can present a selection of photos to the group and receive valuable feedback from Tom D. Jones. Moreover, there will be an introduction to the aerial photography session that will take place the next day.

## DAY 2

### ■ ILULISSAT – AERIAL PHOTOGRAPHY

We will start the day with a deep and comprehensive workshop on the challenges in aerial and great landscape photography.

#### Optional workshop on aerial photography:

Evening light and aerial photography of Disko Bay and of the mouth of the Ice fjord. We will make several landings during our flight, and from carefully selected locations, we will photograph the unique landscape. The objective is to fly into the ice cap, where subjects are saturated as abstract landscapes, shaped by deep cracks and streaks in the ice.

Those who don't want to join our aerial photography workshop, will go on a city walk around Ilulissat instead. The town is quite fascinating, as its appearance resembles nothing outside the Arctic, with its wooden houses in strong colors, boats parked in the backyards and sled dogs in chains. In the old part of town one can still find buildings from the first Danish settlement, including the harbour, the church and the local museum, which provide picturesque photo opportunities.

In the evening, we will review your recent images and Tom D. Jones will give constructive criticism.

## DAY 3

### ■ NIGHT PHOTOGRAPHY

The early part of the day photography in the Inuit town of Ilulissat. The town is fascinating, as its appearance resembles nothing outside the Arctic, with its wooden houses in strong colours, boats parked in the backyards and sledge dogs in chains. Evening shoot from the top of the hills south of Ilulissat. From the hills, we have a fantastic view overlooking Disko Bay and the mouth of the Ice

fjord. The gigantic icebergs, some 70 meters high, turn a screaming pink colour and create a stunning display. Here is where telephoto lenses come into their own.

## DAY 4

### ■ INTO THE ICEFJORD

Late breakfast. Digital processing of images from the day before. Daylight shoot in and around the harbour of Ilulissat. The main source of income for the Inuits is fishing, and the harbor is a chaos of boats and people, providing an opportunity for interesting documentary photography. Evening. 3 km walk to the inside of the ice fjord and landscape photography from sea level among icebergs and cliffs. Here we will use our wide-angle lenses for shots with dramatic foregrounds of eroded cliffs and clear water pools. We will continue to shoot as long as the light allows.

## DAY 5

### ■ THE BIG LANDSCAPE

We will spend the day in the mountains surrounding Ilulissat and the ice fjord. Here we will find canyons, lakes and Spring's first stirring vegetation. There is also the possibility of macro photography and magnificent panorama shots. We plan around the weather today, and if we have the chance, we hike to the edge of the icefjord where we shoot from the east side. This angle is unique since we have the mouth of the ice fjord in the background and if you choose to shoot in the opposite direction, the ice cap will be featured as a backdrop.

After dinner, we will meet for an image review session where you can present a selection of photos to the group and receive valuable feedback from Tom D. Jones.

## DAY 6

### ■ BOAT SAFARI

Late breakfast. Digital processing of images from yesterday. Image reviews and feedback on your recent images. We will also go through shooting strategies for boat-based photography. Boat tour in Disko Bay and around the icefjord.

Photography of icebergs from the boat. It will allow us to come closer to icebergs and make creative compositions of the Arctic Seascape. We will use the warm evening light to give our images an extra dimension.

In the evening, we will review your recent images, and Tom D. Jones will give constructive criticism.

## DAY 7

### ■ GREAT LANDSCAPE PHOTOGRAPHY

Great landscape photography of Disko Bay, the Ice fjord and the surroundings, improvised to maximize the yield of the workshop and to compensate for potential bad weather. For the rest of the day, you are on your own. We can recommend a visit to the great local dinner to enjoy the legendary Greenlandic coffee.

We all meet for our farewell dinner.

## DAY 8

### ■ DEPARTURE

Check-out after breakfast and say goodbye to your guides and fellow participants. We look forward to welcoming you on your next Better Moments workshop!







# Quick guide

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

## ■ IMPORTANT

Due to weather our program may change.

## ■ GETTING THERE

Commercial airlines are the only way for travelers to get to Greenland, served by airports in Denmark and Iceland.

## ■ VISA

Greenland is not members of the EU, so this part of the Danish Kingdom is not subject to the regulations that apply between the Schengen nations. Some people can visit Greenland without a visa, but most people from countries outside the EU/EEA must apply for a visitor's visa. For more info visit: [www.visitgreenland.com](http://www.visitgreenland.com).

## ■ WEATHER

Sila means "weather" or "state of mind" in Greenlandic. Both elements play important roles when traveling in Greenland, which to many is like traveling for the first time or unlike anywhere else that they have ever been. Greenland is one of the only places on Earth, where you still can't control Mother Nature – if she is in rage, storms will prevent you from flying or going on the tour you had planned. But when she calms down you will be rewarded with a magnificent, raw, wild and beautiful nature with Northern Lights in the sky in Winter or Midnight Sun and icebergs huge as houses. Then you feel small and in awe of what this world is also like.

## ■ LANGUAGES

Greenlandic belongs to the Inuit-Aleut family of languages that is spoken by some 80,000 Inuits in Alaska, Canada and Greenland. In terms of its structure the language is completely different to Indo-European languages, and as a visitor to Greenland you will find that you understand absolutely nothing when Greenlandic is spoken – or 'kalaallisut', as it is called, which actually means 'the Greenlanders' language'. Danish is the first foreign language but English is also widely spoken and our guide is available to translate.

## ■ CURRENCY

Danish Kroner (DKK)

## ■ QUICK GUIDE

No one can control the weather, but if you are properly prepared, you will find that the weather's changeableness can be quite charming when visiting Greenland.

Air Greenland, the airline company of Greenland, handles a great part of the transportation of passengers with several small air planes and different types of helicopters. Helicopters especially serve the towns in South Greenland, North and East Greenland, as well as the small villages.

Humpback whales, musk oxen, walruses, reindeer and sea eagles are just some of the many species that you may experience by land, air and sea around Greenland.

There are hot springs in several places in Greenland, but only at Uunartoq in Southern Greenland is the spring used as a pool, frequented all year round by local and foreign visitors.

Arctic temperatures and several meters of snow are no match for the natural impressions and cultural twist that will warm your soul while dog sledding in Greenland.





# Explore Greenland 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 Greenland. During the workshop, Tom will deliver educational and inspiring seminars and give personal guidance on location in Greenland.

Having been to Greenland multiple times, Tom is well acquainted with the area and can give valuable tips and tricks on how to best capture the local scenery. Besides doing stunning landscape photography, some of Tom's best work is pure fine art, which has been rewarded with several awards.







# 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."





# 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

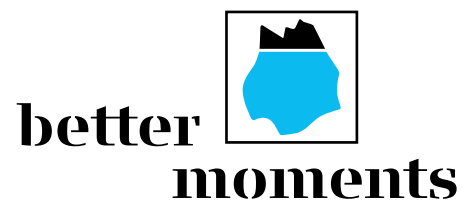
The camera list is for inspiration, since you know better than anyone what equipment you prefer.

- ☐ 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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