

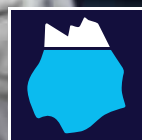
# CUBA

The pulse  
of change

10 days of  
adventure  
with expert

**Christian  
Nørgaard**

better  
moments



# Photography with passion



Cuba has a way of staying with you. It lingers in the light that pours down narrow streets, in music that drifts from open windows, in faces that tell stories without a single word. As a photographer and founder of Better Moments, I've spent decades searching for places where history and humanity meet in a way that invites us to slow down, look closer, and truly see. Cuba is such a place.

This catalog is an invitation—to step back in time while standing firmly in the present. From Havana's El Malecón at sunset to the cobbled plazas of Trinidad, from the rhythm of boxing gyms and cigar factories to the quiet dignity of everyday life, Cuba offers a canvas rich with contrast and color. Here, the past whispers through colonial facades and 1950s cars, while change hums just beneath the surface.

Our workshop is designed to help you translate that experience into images that matter. We work the streets at first light, chase silhouettes in the blue hour, and end our evenings where the city gathers—on the seawall, watching waves break and stories unfold. Each day blends fieldwork with classroom sessions: editing, sequencing, and building a personal essay. You'll have space to experiment, guidance when you need it, and the company of fellow photographers who share your curiosity.

Better Moments was created to bring photographers closer to the world—not as tourists, but as attentive witnesses. In Cuba, that means earning your frames with patience and respect, collaborating with local fixers, and letting life lead you rather than the other way around. It means walking the same streets Hemingway loved, then finding your own voice among the echoes.

I hope these pages spark ideas, questions, and a desire to go deeper. If you join us, bring your eyes, your openness, and your willingness to be surprised. Cuba will do the rest.

Welcome.

Christian Nørgaard

Founder, Better Moments

# better moments



Better Moments  
CEO and founder:  
Christian Nørgaard

Graphic design:  
Håkan Andersson

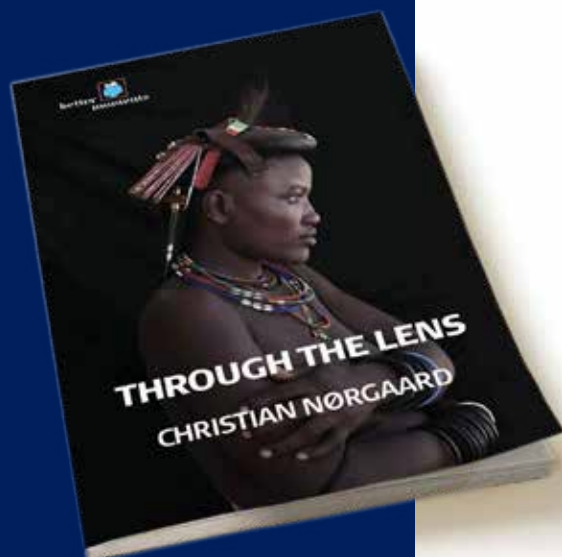
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Christian Nørgaard

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Our guests love to travel with us  
– which is why we are lucky enough  
to welcome them again and again.



## LET'S GET SOCIAL

For inspiring experiences, real-time updates,  
the latest trends or casual conversation, explore  
our social networks for all things travel.



Linked in

YouTube



## BETTER-MOMENTS.COM

You can view our current  
photography workshops  
on the Better Moments  
website, where you will  
find all dates and details  
– and can reserve a spot  
for your dream trip.



## NEWSLETTER

Stay up-to-date with our workshops, experts, and special offers:  
sign up to our bi-monthly newsletter – and receive Christian  
Nørgaard's guide to travel & portrait photography for free.

**SIGN UP AND RECEIVE A FREE  
TRAVEL & PORTRAIT PHOTOGRAPHY GUIDE**



"I think that Better Moments' workshops are some of the best organized, most educational and most inspirational group workshops I have ever worked on. So I would encourage you to join us. Come along and have a great time, learn, be inspired and take great pictures."

Steve McCurry

## Our passionate experts

We are proud to work with some of the best photographers in the industry who are experts in their field and have years of experience in guiding and teaching photography workshops.



**Steve McCurry**

National Geographic,  
World Press Photo  
first place



**Marco Di Lauro**

World Press  
Photo Award



**Hamid Sardar-Afkhami**

Writer, photographer,  
award-winning  
filmmaker



**Sisse Brimberg**

National Geographic  
photographer



**Tom D. Jones**

Hasselblad Master  
& European Fine Art  
photographer



**Arne Hodalič**

National Geographic  
photographer &  
photo editor



**Steve Bloom**

National Geographic  
photographer



**Laurent Baheux**

Award-winning  
wildlife photographer



**Andreas H. Bitesnich**

Award-winning fine art  
photographer



## What our guests say about us

"It was a marvelous workshop with a lot of opportunities for great pictures. Obviously, the highlight was the night in Riisitunturi National Park watching the Northern Lights. It was the whole atmosphere having a rustic dinner in the hikers hut after shooting the sunset and waiting for the Northern Light which is staying in my memories."

Bernd Beykirch, Germany



"I found out that one of my favourite photographers, Lars van de Goor, was doing a workshop in the Netherlands so I signed up for the workshop and was introduced to Christian, the founder of the company, and I knew immediately that this would be a great workshop just by talking to him and seeing how incredibly well organized and precise everything was planned out. The hotels were first class, the food was phenomenal, which is important, and more importantly, each day was very well planned out and it has been a really great experience."

Aubra Franklin, USA

"Everybody has something to offer to the group, so we learn from each other, we share things, we have workshops in the evenings where we talk about what went well, what went wrong... and we see a lot of different styles, a lot of different techniques. And that is the good thing about this trip, it is really all about photography!"

Peter Dorr, The Netherlands.







Palm and card reader, Havana

# **Cuba's story is one of revolution, rhythm, and resilience**

— from Hemingway's  
Havana to Castro's  
legacy, every street  
corner whispers history.  
Join our Cuba workshop  
and capture the soul  
of a nation where time  
stands still, yet every  
moment is alive with  
color and character  
— just like this woman,  
who can tell you about  
your future and Cuba's.









PHOTO BY CHRISTIAN NØRGAARD

# Step back in time

Cuba is a country like no other, a place where time feels suspended and yet change is constantly in motion. In Havana, history lingers in every cobblestone street, every fading pastel wall, and every wrought-iron balcony where life unfolds in full view. Classic 1950s American cars glide past crumbling colonial mansions, their polished chrome reflecting a past that refuses to fade away. On the same streets, murals of the Cuban Revolution tower over bustling corners where music, laughter, and conversation spill into the night.

This is a land of contrasts, where old rhythms meet new realities. Salsa clubs pulse with energy only steps away from silent courtyards, and local families share quiet evening rums while children chase balls through narrow alleys. In the countryside, sugarcane plantations and tobacco fields stretch toward the horizon, punctuated by limestone hills and timeless villages where the pace of life has hardly changed for generations.

For photographers, Cuba is a dream—a living canvas of color, character, and story. From the smoke-filled air of Havana's boxing gyms and cigar factories, to the golden glow of Trinidad's colonial squares, to the legendary Malecón where every sunset becomes a stage for human drama, Cuba offers endless opportunities to capture images of extraordinary authenticity. It is a country that invites you not only to look, but to truly see: to observe the resilience, warmth, and creativity of its people, and to translate that spirit into powerful photographs.











The cobbled, colorful streets of Trinidad











# Christian Nørgaard: Founder of Better Moments



Art and editorial photographer, Christian Nørgaard is one of the rare photographers who has ventured to the world's most remote regions to document landscapes, tribes, traditions, and ways of life on the brink of change. For more than 30 years, he has worked as a professional photographer, creating powerful, human-centered stories for leading international outlets for international medias.

Christian's images are known for their rare access and integrity: intimate portraits made with respect; landscapes that breathe; and visual narratives that linger long after you've turned the page. His work has earned widespread recognition and his work is curated by high-end galleries.

As the founder of Better Moments, Christian has designed and led workshops across the globe—from the Arctic's blue light to Africa's deserts and the rainforests of Papua New Guinea. His programs combine on-location mastery with clear, practical teaching: how to build a story, work the light, approach people with sensitivity, and edit a cohesive essay that feels ready for publication. Participants praise his calm leadership, generous feedback, and the way he pushes you—gently but decisively—toward your best work.

For Cuba, Christian brings decades of documentary experience and a deep feel for rhythm, color, and character. You'll shoot Havana's streets at first light, craft portraits in Trinidad's doorways, and close each day on El Malecón as the city turns gold, then blue. In the classroom, he'll help you tighten your edit, sequence a compelling narrative, and leave with a portfolio you're proud of.

If you want a workshop that is equal parts inspiration and hard-won professional know-how—led by a photographer who's been there, earned the frame, and knows how to teach it—Christian Nørgaard is the person you want at your side.

The dream of America  
on — a striking contrast  
the revolutionary hero  
Che Guevara, who drove  
Americans out of Cuba

PHOTO BY CHRISTIAN NØRGAARD





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PHOTO BY CHRISTIAN NØRGAARD









PBRO ALBERTO CHAO  
DIO A LOS POBRES  
CUANTO TUVO 1927





PACKABLE  
REPAIRABLE  
ALWAYS IN THE  
FUN!!!  
GTMAKES  
UKUGLAY  
STEFEN  
LEO  
JACK

.. Todos los Hechos Tienen 3 razones  
la mia, la Tuya y la verdadera ..



Roko







This is the bar where Che Guevara often came to drink sweet rum, smoke cigars, and debate Cuba's political future.



# Cuba highlights

Discover Cuba through your lens and learn how to meet the unique challenges of travel and street photography. Gain confidence in capturing people in their natural environment, and in approaching both locations and subjects with sensitivity and respect.

**Old Havana** – monumental buildings, cobbled streets, classic 1950s cars, and the famous seafront boulevard, El Malecón.

**Trinidad** – a UNESCO World Heritage city with colorful colonial houses, churches, plazas, and narrow alleys full of life.

**Santa Clara** – the revolutionary heart of Cuba, with monuments, murals, and strong communist-era imagery.

**Sugar Mills Valley** – atmospheric landscapes of sugarcane plantations and colonial haciendas once owned by plantation barons.

**Cigar Factory** – witness the tradition of hand-rolled cigars, experiencing the smell, sound, and rhythm of craftsmanship.

**Boxing Schools of Havana** – step inside the gyms where boxing, one of Cuba's most beloved sports, pulses with energy and raw intensity.



PHOTO BY CHRISTIAN NØRGAARD







# What You Will Learn

Throughout the workshop, you will focus on capturing candid moments, human interactions, and the dynamic energy of Cuban life. You will refine your ability to translate the rhythm of the streets into strong photographic stories, while developing a personal essay that reflects the contrasts and character of Cuba.

## ■ ON LOCATION

Daily guidance and hands-on training will help you take your photography skills to the next level. You will receive personal advice from Christian Nørgaard and our Better Moments instructors while working in the field.

- Master composition: perspective, foreground, middle ground, background, leading lines, and the golden section.
- Work with available light in different conditions – harsh sunlight, soft interiors, golden hour, and blue hour.
- Portrait photography: depth of field, composition, and finding the best natural light.
- Night and low-light photography in Havana's atmospheric streets and along El Malecón.
- Approaching local people in a natural and respectful way.
- Best practices for handling your equipment on location.

## ■ IN THE CLASSROOM

Every evening, we gather for classroom sessions that complement the day's fieldwork. Here, participants receive both group critique and one-to-one feedback to help refine their images and shape their photographic voice.

- Constructive critique and feedback on the images taken during the day.
- Instruction in Lightroom, Photoshop, and advanced editing techniques (on request).
- Visual storytelling: how to edit and sequence your work for maximum impact.
- Inspiration and mentoring from Christian Nørgaard, with decades of experience in documentary and travel photography.



PHOTO BY CHRISTIAN NØRGAARD









The atmosphere in Trinidad is carefree and full of laughter. As evening falls, most locals gather at the city's beautiful main square.













PHOTOS BY CHRISTIAN NØRGAARD



# Itinerary

## DAY 1

### ■ ARRIVAL IN HAVANA & FIRST IMPRESSIONS

Upon arrival you will be met at the airport and transferred to our hotel. In the late afternoon we take a gentle photo walk through Old Havana, exploring San Francisco de Asís, Plaza de Armas, and Plaza Vieja. After dinner, Christian introduces the workshop and presents highlights from his own work in Cuba.

## DAY 2

### ■ HAVANA: STREETS, PEOPLE & ICONS

The day begins in Old Havana, focusing on lively markets, staircases, balconies, and the rhythm of daily life. Later we visit a historic boxing school and a cigar factory to capture action and atmosphere. In the afternoon, we contrast Old Havana with the broad avenues of modern Vedado. Evening is dedicated to blue-hour photography, followed by our first classroom session for an in-depth review of the day's work. The day closes with the life and energy of El Malecón at sunset.

## DAY 3

### ■ HAVANA IN THE BLUE LIGHT

We explore Havana by private classic American car, photographing both from the backseat and at stops in the far corners of the city. After a local lunch, we visit the legendary Cuban photographer Roberto Chile, Fidel Castro's personal photographer and a close friend of Che Guevara, who will hold an exclusive lecture. In the evening, Christian hosts a lecture and image discussion based on the day's photography.

## DAY 4

### ■ HAVANA TO CIENFUEGOS TO TRINIDAD

We depart Havana and travel south. Along the way, we stop to photograph roadside vendors, classic cars, and small-town life. In Cienfuegos we capture the elegance of José Martí Park and the Terry Theatre before continuing to Trinidad, a UNESCO World Heritage site. After dinner, our classroom session focuses on editing workflow and color management. We end the day with a twilight photo walk through Trinidad's lamplit alleys.

## DAY 5

### ■ COLONIAL LIFE IN TRINIDAD

We rise early to capture city views from rooftops and bell towers. The morning is spent exploring Trinidad's streets, where grilled windows reveal glimpses into family life. In the afternoon we focus on artisans, street vendors, and horse carts. Evening brings a classroom session on sequencing and storytelling, followed by golden light and blue-hour photography in the cobbled plazas.

## DAY 6

### ■ SUGAR MILLS VALLEY

At sunrise we photograph mist rolling over the sugarcane fields of Valle de los Ingenios. During the day we explore the ruins of old haciendas and refineries, experimenting with interior light and texture. Returning to Trinidad in the afternoon, we capture environmental portraits and everyday street life. Our classroom workshop helps refine the first drafts of participants' photo essays. Afterward, we step back into Trinidad's lively streets for evening photography.

## DAY 7

### ■ JOURNEY TO SANTA CLARA

We leave Trinidad and travel toward Santa Clara, stopping to document rural Cuba, including roadside cafés and tobacco drying sheds. Santa Clara offers a unique view of the Cuban Revolution, with striking monuments and murals that invite both graphic and contextual compositions. The evening classroom session focuses on advanced editing choices and the balance of color and monochrome. Night photography in Santa Clara follows.

## DAY 8

### ■ SANTA CLARA TO HAVANA

The morning is spent in Santa Clara's neighborhoods, photographing bakeries and morning routines. By midday we return to Havana. The afternoon is reserved for personal assignments, with each participant working on their chosen story. One-to-one portfolio reviews with Christian help sharpen direction. We close the day with another unforgettable sunset session at El Malecón.

## DAY 9

### ■ DEEP DIVE INTO HAVANA

At dawn we walk Paseo del Prado, focusing on geometry, rhythm, and human scale. Participants then have the opportunity to revisit favorite locations or deepen their photo essays. In the afternoon we explore Vedado's modern neighborhoods before a classroom workshop on final sequencing and editing. The day concludes with our last full evening session at El Malecón, capturing Havana's heartbeat in golden and blue light.

## DAY 10

### ■ DEPARTURE

Transfers to the airport are arranged according to each participant's schedule. Those departing later may enjoy one final walk through Havana, reflecting on the journey and the body of work they are bringing home.



The Torre Manaca-Iznaga  
— a 45-meter bell tower  
and a 19th-century  
engineering masterpiece  
— located just outside  
Trinidad.







Perhaps the closest one can  
come to the Garden of Eden  
— the stunning Viñales Valley.







# Itinerary (continued)



A glimpse into Hemingway's historic house and Revolution Square in Havana.

## OPTIONAL:

### ■ 4-DAY HEMINGWAY PRIVATE TOUR

Extend your journey with a four-day private tour before the workshop begins, following in the footsteps of Ernest Hemingway, whose love affair with Cuba shaped both his life and his writing.

In Havana, we visit **Finca Vigía**, Hemingway's beloved home, where he lived for more than 20 years. His typewriter remains on the desk,

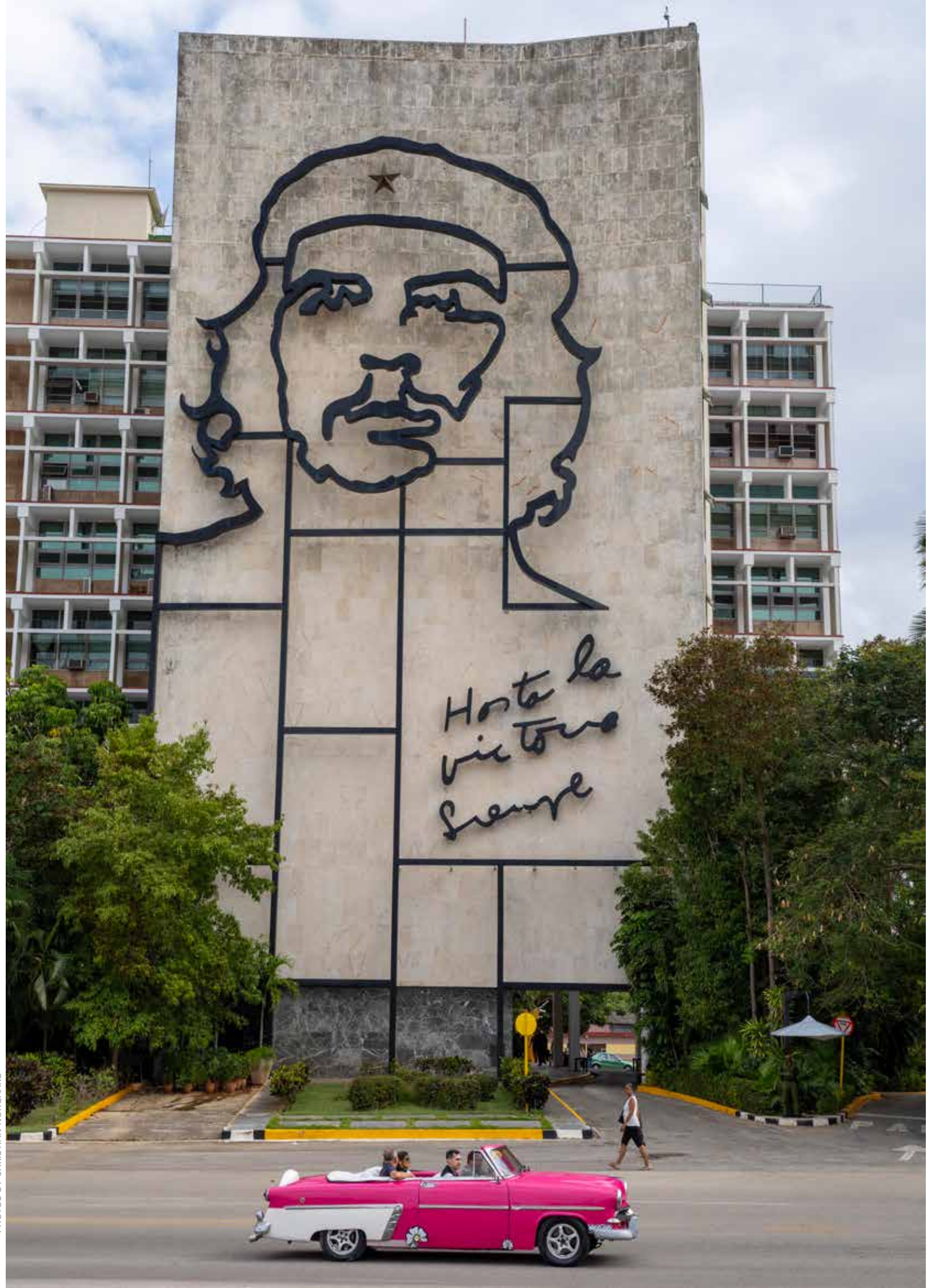
books still line the shelves, and photographs and hunting trophies reveal the adventurous spirit that fueled his novels. From the terrace, you can almost imagine him gazing across the countryside, glass of rum in hand, shaping sentences that became literary classics.

Beyond the capital, we continue into the lush green valley of Viñales, a landscape Hemingway often sought for inspiration. Here, dramatic limestone mogotes rise above

tobacco fields, oxen pull wooden carts, and life unfolds at a slower rhythm, unchanged for centuries. For photographers, it is paradise; for Hemingway, it was escape and inspiration.

This add-on is optional and arranged by Better Moments for those who wish to see Cuba not only through their lenses, but also through Hemingway's eyes—an island of contrasts, creativity, and timeless beauty.















# 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 body(s)
- ☐ Tripod
- ☐ Lenses, If you are working with a 24x36mm camera system, lenses from 12mm to approx. 55mm is obvious. And a "long lens" such as a 180mm. If you are working with a medium format camera, lenses from 28mm to approx. 80mm is obvious. And a "long lens" such as a 300 mm.
- ☐ Bag for all camera gear
- ☐ Light bag for easy hiking with camera bodies and accessories
- ☐ Cleaning kit for cameras and lenses
- ☐ Rain/dust covers for cameras and lenses
- ☐ Charger for batteries
- ☐ Spare batteries
- ☐ Standard power converter
- ☐ Raw processing software
- ☐ Memory cards and card wallets
- ☐ Memory card reader
- ☐ USB key to exchange images
- ☐ Lens extenders
- ☐ Camera straps for ease of changing from one camera to another
- ☐ Graduated filter set
- ☐ Filter holder
- ☐ High quality polarizing filter
- ☐ Lens belt















Boxing — Cuba's national sport — has long been a path out of poverty and into prestige for many young talents.

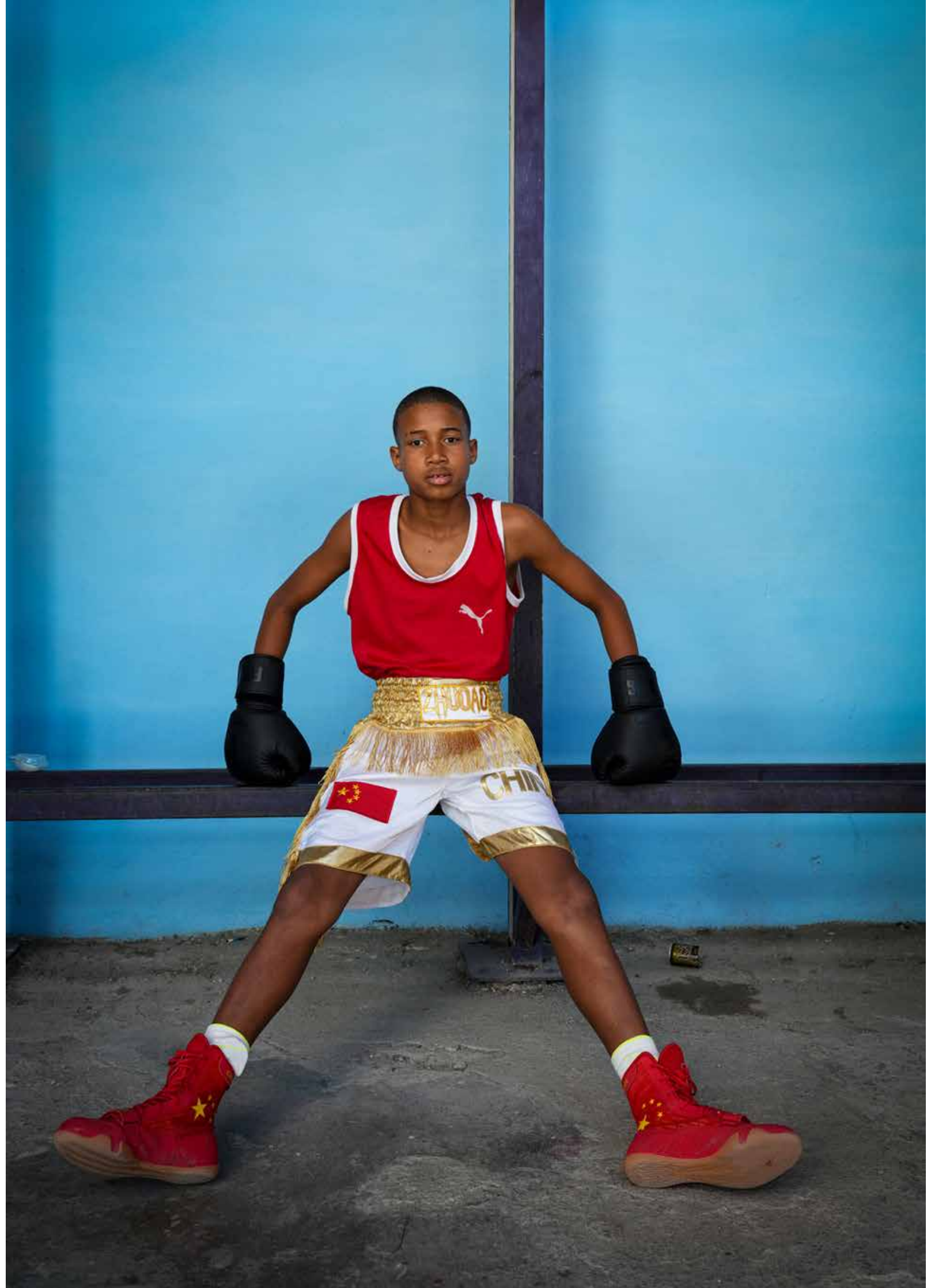














**Everyone dreams of a career**  
like Cuba's two legendary  
boxers, Teófilo Stevenson and  
Félix Savón.

Teófilo Stevenson is regarded  
as one of the greatest amateur  
boxers of all time, winning  
three Olympic gold medals.

Félix Savón, considered  
one of the finest amateur  
heavyweights in history, also  
secured three Olympic gold  
medals and an astonishing  
six consecutive World  
Championship titles.



# 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

Havana's Jose Marti International Airport is the largest and busiest airport in Cuba handling flights for more than 25 international airlines.

## ■ VISA

All visitors are required to have a passport valid for at least six months beyond the intended stay. All travellers must apply for a visa to Cuba at the nearest consulate of Cuba. It is the responsibility of each traveller to obtain all valid travel documents and visas before arrival at this destination.

## ■ WEATHER

This is the dry season and the most popular time to visit Cuba. It rains much less and because of this the temperature and humidity drop make conditions much more comfortable. Average temperature is 23 °C, with a high of 27 °C (day) and a low of 18 °C (night).

## ■ LANGUAGE

The official language is Spanish.

## ■ CURRENCY

Cuban convertible peso, Cuban peso

## ■ HEALTH

Check with your doctor which vaccinations or medications are recommended for this destination. Remember to plan well ahead with vaccinations. Allow up to six weeks to receive the full course, as some vaccinations require more than one dose, and some should not be given together.

## ■ QUICK GUIDE

Cuba is a Caribbean island nation under communist rule. From the old cobbled streets of the capital, Havana, where American cars from the 1950s are just one of the attractions, to the sugar cane mills and cigar factories – Cuba is as colourful and rich in contrasts as it gets. Locals do not mind being photographed on the streets, during samba dancing or afternoon siestas. Colonial style old villas stand next to monuments of the Cuban revolution, youngsters are playing alongside the elderly, who enjoy their evening rum. Cuba is a medley of sights and impressions and a paradise for photographers.

PHOTO BY CHRISTIAN NØRGAARD









# PHOTOGRAPHY WITH PASSION

Established in 2011 by the acclaimed photographer, Christian Nørgaard, Better Moments has grown into a beacon for photographic exploration and innovation. Embark on your creative journey with Better Moments, and come home with more than just memories – create moments captured in time, telling your unique story.

The Malecón, Havana's famous seafront promenade, stretches for 8 kilometers along the coast. A vibrant meeting place for locals and visitors alike, it is where the city comes alive with music, laughter, fishermen casting their lines, and the golden glow of the Caribbean sunset.



PHOTO BY CHRISTIAN NØRGAARD