



Art
of
Celebration

THE MAKING OF A GALA—NEW YORK STYLE





ANDRÉ MAIER PHOTOGRAPHY

ANDRÉ MAIER

The talents of a great photographer can touch on the superhuman: a photographer must first possess the uncanny ability to be everywhere at once, *invisibly* of course, and read the minds of his subjects. Then translate his style into one that fits seamlessly into the moments of the events. That, combined with mastering the art of digitally perfecting each photo, gives the photographer a special power all his own.

One such superhuman is German-born André Maier. Nearly two decades ago, this former molecular biologist decided to follow his true passion, eventually getting out of the laboratory and into the dark room. Focused on people and the details that surround them, his photojournalistic style has earned the loyalty and admiration of legions of New Yorkers; the singular proof is that his small boutique company has never had to advertise. Clients—established and prospective—know exactly what they'll get in André Maier Photography, including André's personal attention. Yes, New Yorkers do talk.

Although his fans may not be able to put their finger on precisely what makes them delight in their photographs, André can—it's what guides each project. Whether it's blurring a background to emphasize a focal point, exaggerating the red hue of a table setting, securing an unbelievable vantage point or boosting an entrance's illumination, André works tirelessly to convey what each moment felt like. In the end, it's why we love photos that connect us: it's to remember how we felt in that moment. André captures those moments as beautifully as his clients remember them.

This room has a rich stateliness and ornately textured architecture. I always shoot in black and white as well as in color. Here, black and white makes a more dramatic statement perfectly conveying the mood. I used a slow shutter speed to partially blur the faces of the people for a captivating overall effect. I think you get a very strong 1950s feel.



Photograph by André Maier Photography



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Black-tie at the Rainbow Room, this party had wonderful lighting with so much color, predominately warm purple and reddish tones. My aim is to show people having a good time; here I was able to capture the moment from a vantage point the hosts may not have had the opportunity to enjoy. My clients get a whole new perspective of the events, revealing the great moments they missed.

This entrance to a party designed by Ed Libby was just so enchanting and rich in color—it set the tone for the entire event. I enjoy shooting event entrances because this detail is often a critical part of the party indicating what the night has in store...

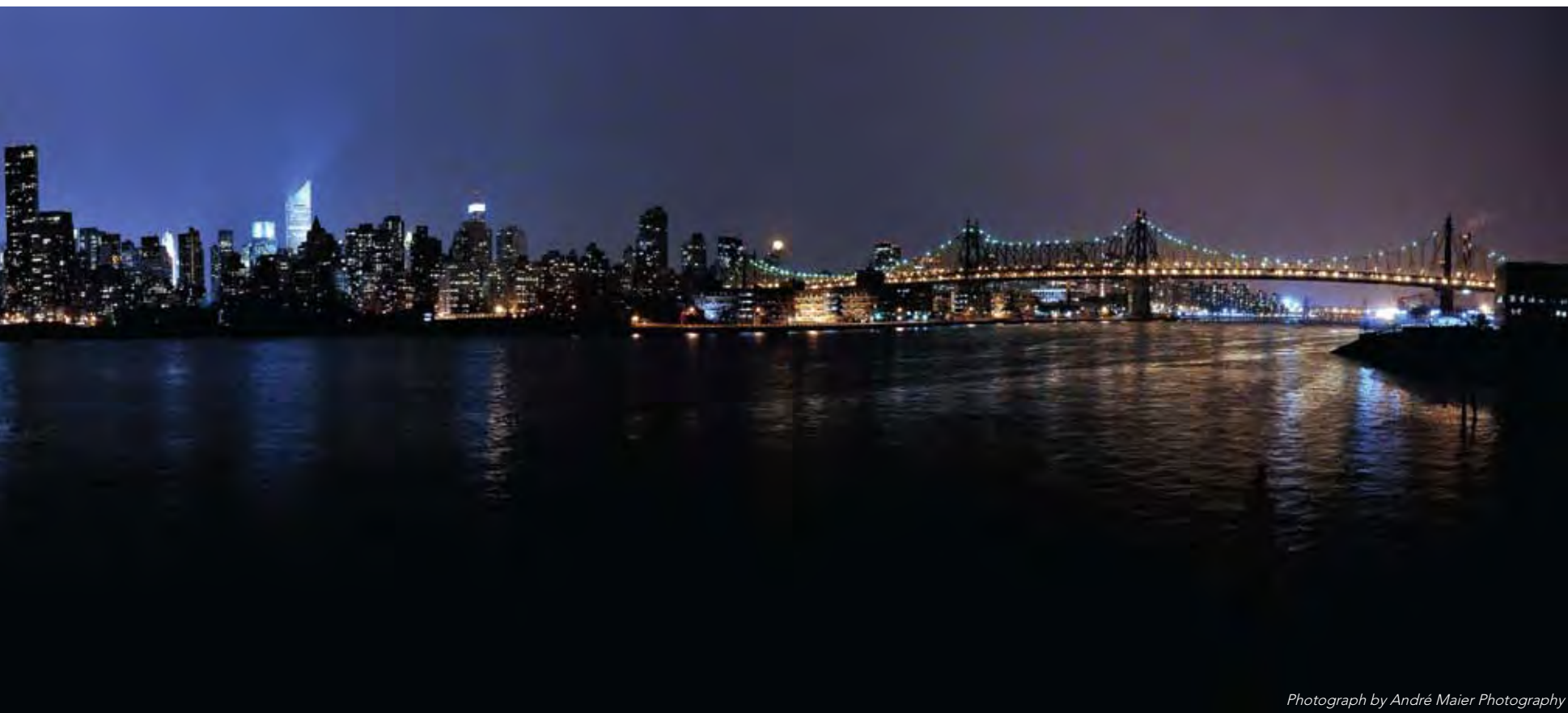
On the following pages you will see two great examples of the power of panoramic photos. I love using this style because it is one of the best methods to capture something in true context. You get a 180-degree view of exactly what the guests saw. Here, you have a priceless view of the New York's unmatched skyline as well as the Queensborough Bridge.

New Yorkers know that parties in the Hamptons are plentiful during the summer months. For these events, it's about how the refreshing space makes guests feel. This principle motivated me to focus on the guests' interaction with their surroundings. As you can see, this event took place at an area vineyard and I have captured the dynamic context of the guests in relation to the vineyards. It's quite extraordinary.

“I am so fortunate to photograph these amazing events. When the subject is already breathtaking, my work is greatly inspired.”

—André Maier

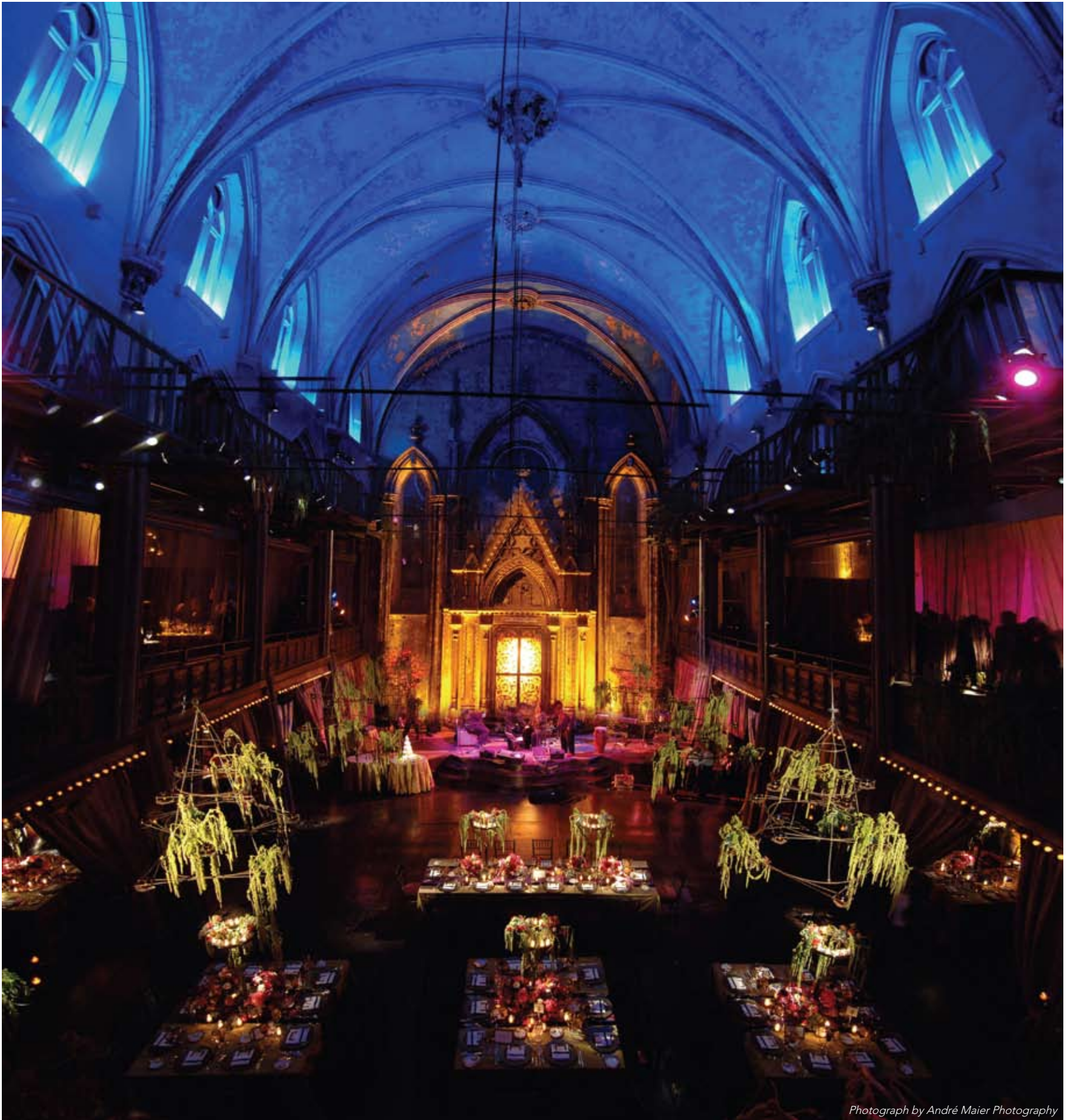




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“When looking at their photography, I want my clients to immediately be transported to that moment—what it felt like, what it meant to them.”

—André Maier

Obviously, my job is made much easier by the brilliant lighting teams, planners, florists et cetera that make an event happen. This gorgeous room, designed by Jes Gordon, is inside the stunning Angel Orensanz Foundation, which is a turn-of-the-century Synagogue and now serves as an event venue. I always take empty-room photos, clients really appreciate them. It's the “before” or the “before and after” of sorts. These types of photos always give the viewer a true feeling of the space. I slightly obscured some of the details to focus on the space as a whole.

This event was at the beautiful Cipriani 42nd Street, a grand historic former bank, with lots of architectural texture and wonderful detail. The lighting is key here, and I play up the contrast.



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views

- ❖ Styles of photographers vary. Make certain that not only does your photographer produce beautiful images, but that you also appreciate his or her personal style. Differing angles offer the clients a fresh and new perspective.
- ❖ Let your photographer know exactly what you expect.
- ❖ Lighting is critical to how your event will photograph.