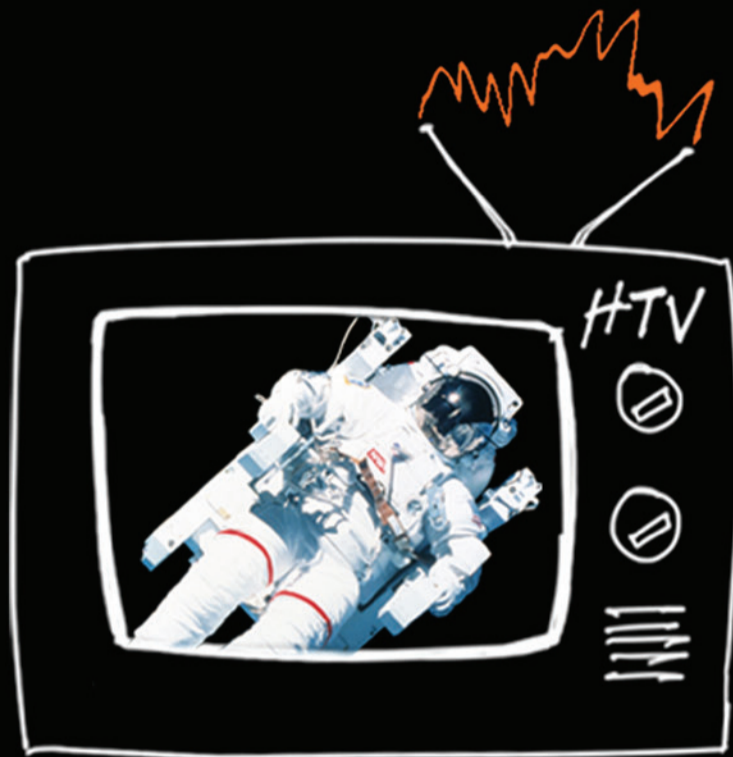


victor

BY HASSELBLAD

online 02.2012



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Stills in Motion

the story behind the lens





January was an exciting month with the announcement of the 2012 Masters Awards winners and I'd like to congratulate the eleven amazing photographers who received this year's awards. I look forward to September when their Masters projects are revealed at photokina in Cologne. You can see their images along with those of the finalists in the January issue of VICTOR to fully understand why the 2012 competition has generated so much positive feedback. The images are exceptional and, more than ever before, the 2012 Masters represent the international nature of the program with winners from Europe, the USA, Brazil and Hong Kong.

I would also like to thank our esteemed jury members for their dedication to the difficult task of selecting eleven winners from so many extremely talented finalists. And, it goes without saying, that we at Hasselblad appreciate the enthusiasm and interest shown by the many applicants who participated in the Masters Awards. Thank you. I hope you'll contribute images to future competitions.

Hasselblad prides itself on supporting photographers with programs such as the Masters Awards so I'm especially happy to introduce a new initiative - Hasselblad tv. Launched on February 1, HTV offers a single, multi-language, source for information about high end photography. Hasselblad users and enthusiasts will especially appreciate the educational aspects of this endeavor. In addition to technical information and videos from photographers, HTV also offers supporting materials in the form of downloadable documents. More information can be found on the News page in this issue and directly at htv.hasselblad.com.

Before you head over to Hasselblad tv, be sure to explore the pages of this month's issue of VICTOR online. You'll find the beautiful landscapes of photographer Derek Jeczcz, HOC photo of the month winner Laurent Delacourt's black and white fine art nude photography and Tomas Yeh's lovely food and still life images.

I wish you pleasure and inspiration as you browse through the February issue of VICTOR online.

Yours,
Chris Russell-Fish,
Hasselblad Global Sales and
Marketing Director



Beautiful landscapes by Hasselblad photographer Derek Jeczcz proof a unique point of view



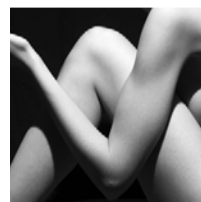
4 >> NEWS

Hasselblad launches online video platform: with the newly launched Hasselblad tv, photographers can quickly and easily access technical data, educational videos, tips and tricks, and more from their computers, iPhones and iPads.



6 >> DEREK JECXZ

Through all four seasons, and weather conditions that might keep the rest of us indoors, Derek Jeczcz spends his time exploring remote and local locations to capture his often ethereal, sometimes haunting, but always beautiful scenes at the water's edge.



22 >> LAURENT DELACOURT

Members of the Hasselblad Owners' Club have chosen an image by Belgian fine art photographer Laurent Delacourt for the winning photograph. At VICTOR online, we invite you to explore the striking black and white work of this self-taught photographer.



26 >> TOMAS YEH

This 2002 Hasselblad Master, food and still life photographer Tomas Yeh, continues to amaze us with his visually enticing food photography. Stunning textures and colors bring his images to life and are juxtaposed with his more personal work.



38 >> PREVIEW

He always has a clear idea of the image in his mind before capturing it with his camera. Fashion photographer Mick Mazzei's fantastically arranged images show beautiful and strong women. We'll find out more about his approach to photography in our next issue.

HASSELBLAD TV LAUNCHED A NEW FOCUS ON PHOTOGRAPHY



Power up your PCs, Macs, iPhones and iPads because there's a new video platform in town and you're going to want to tag it as one of your favorites. After two years of planning, HTV – Hasselblad's state-of-the-art online video platform – is ready for prime time. Featuring a versatile array of content including educational and training videos, technical tips, product information, global news and events, and viewer submitted videos, HTV is a one-stop source of information and inspiration for professionals and enthusiasts alike.

In support of photographers around the world, Hasselblad tv offers numerous multi-language channels, including Italian, French,

German, English, Spanish and Chinese. One of the launch channels is Hasselblad, which covers products, company history, news, events, education and training. The latter will address cameras, software and innovation. Hasselblad Masters, Hasselblad Studio and VICTOR Magazine/Bulletin are further channels, which will also enhance the viewing experience.

Educational topics incorporate technical hardware basics such as how to attach a digital back as well as tips to best use Phocus software. Along with videos, informational PDFs can be downloaded for future reference.

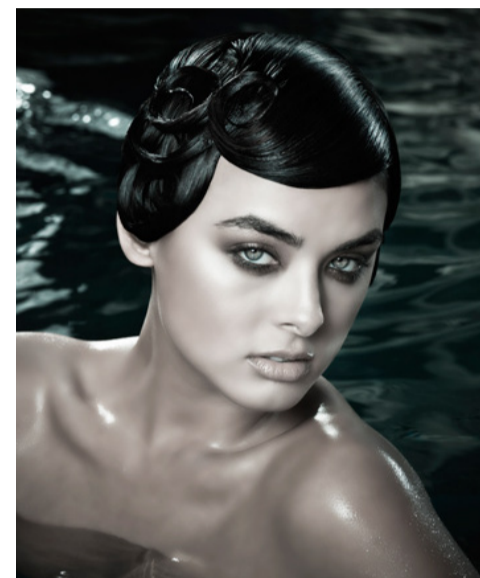
In addition to Hasselblad supplied content, Hasselblad's Global Sales and Marketing Director, Chris Russell-Fish, encourages photographers to contribute videos of interesting shoots, upcoming events and exciting stories about their experiences with their Hasselblad cameras. "This initiative is very much a work in progress," explains Russell-Fish, "and it's a 'call to action' to photographers worldwide. We want everyone, from students to leading professionals – from those who rent Hasselblad

cameras and those who own them – to submit their videos."

Emulating the BBC iPlayer, and working with digital specialists, the award-winning Skylab, HTV is a unique opportunity for photographers, as well to learn about the art of high-end image making. While services like YouTube may have countless thousands of videos, says, Russell-Fish, "you can't always find what you want. We wanted to create a single place where Hasselblad enthusiasts can go to access fundamental training on our camera systems" as well as a place for exploring and being inspired by what other photographers around the world are creating with their Hasselblad cameras.

So quickly point your browser to htv.hasselblad.com to explore the world of photography whether you're a working professional or an enthusiast who aspires to bring your photography to the next level. Russell-Fish explains it best when he says, "HTV is the exciting next step in the ongoing development of our proactive interface with every current Hasselblad user, future customers and all photography enthusiasts."

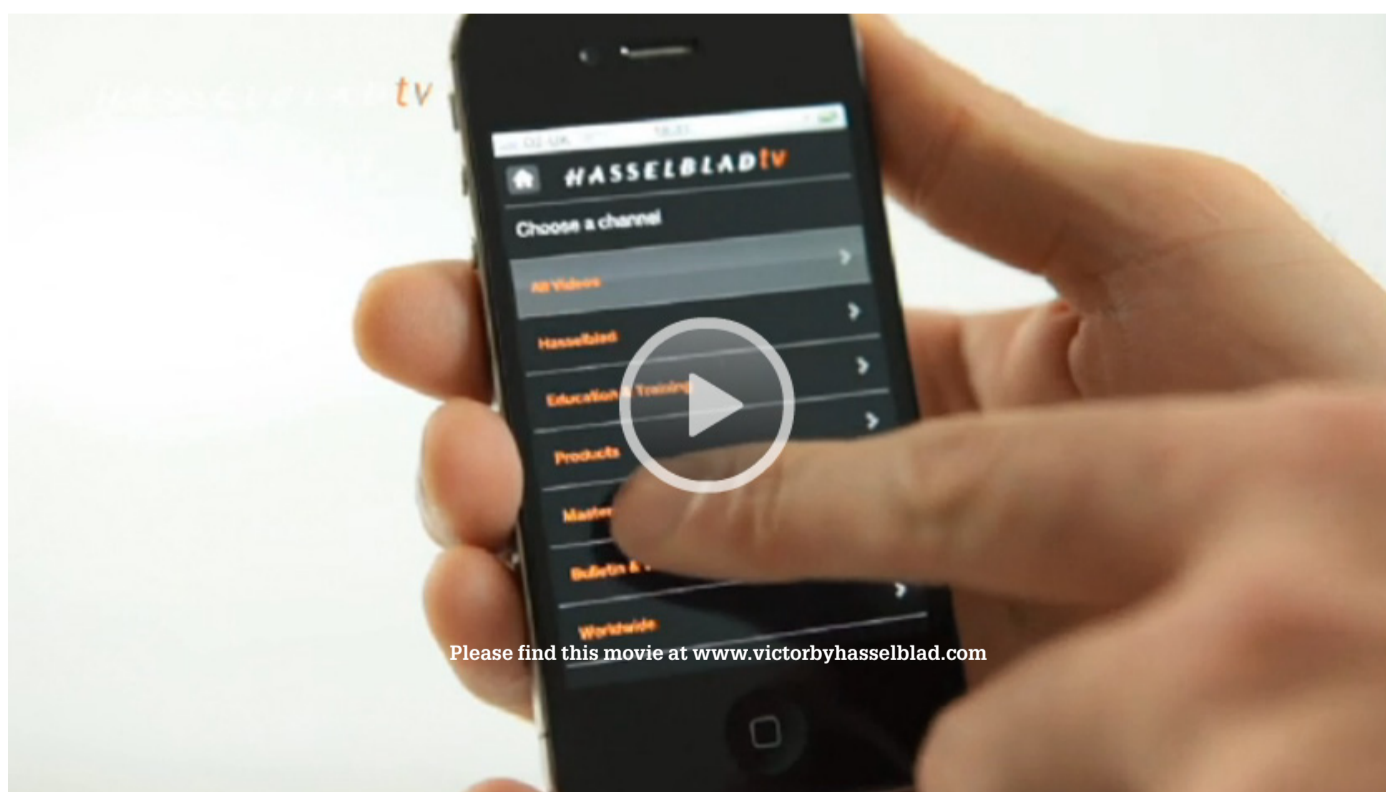
HOC HASSELBLAD OWNERS' CLUB 2/2012



Hasselblad users all over the world exchange news on the Hasselblad Owners' Club (HOC) site. At the end of January, registered users chose a new Photo of the Month, taken by **Steven Barston**. With this picture, the American photographer prevailed over the strong competition. We will fully introduce him in the March issue of VICTOR online. ■

HASSELBLADtv

Hasselblad's state-of-the-art online video platform HTV offers numerous multi-language channels with videos of interest for Hasselblad user and all other photography enthusiasts



More Speed to Get the Shot



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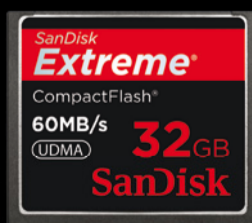
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DEREK JECXZ

Born and raised in New York City, fine art photographer Derek Jeczcz “prefers the path less traveled, the quiet and forsaken landscape that exists without witness ...images of the world that are taken for granted or overlooked.” On the following pages, Jeczcz shares with us images from that sometimes elusive but always beautiful world.

The fractured and frozen lake interested Jeczcz but he did not want the lighthouse to dominate the image, so he used the wide-angle HC 35mm to provide a balanced perspective of the lake, cloud pattern and icy walkway.







The vast size of the frozen bay and the width of the sunset and wind-swept clouds made the HC 35mm lens an obvious choice for this stunning image.

Jecz found this meandering stream flowing into the sea several hours before sunset. He waited a couple of hours for the best light and used the HTS (tilt-shift) in combination with the 28mm lens to help the viewer's eye flow through the scene and follow the path of the water.









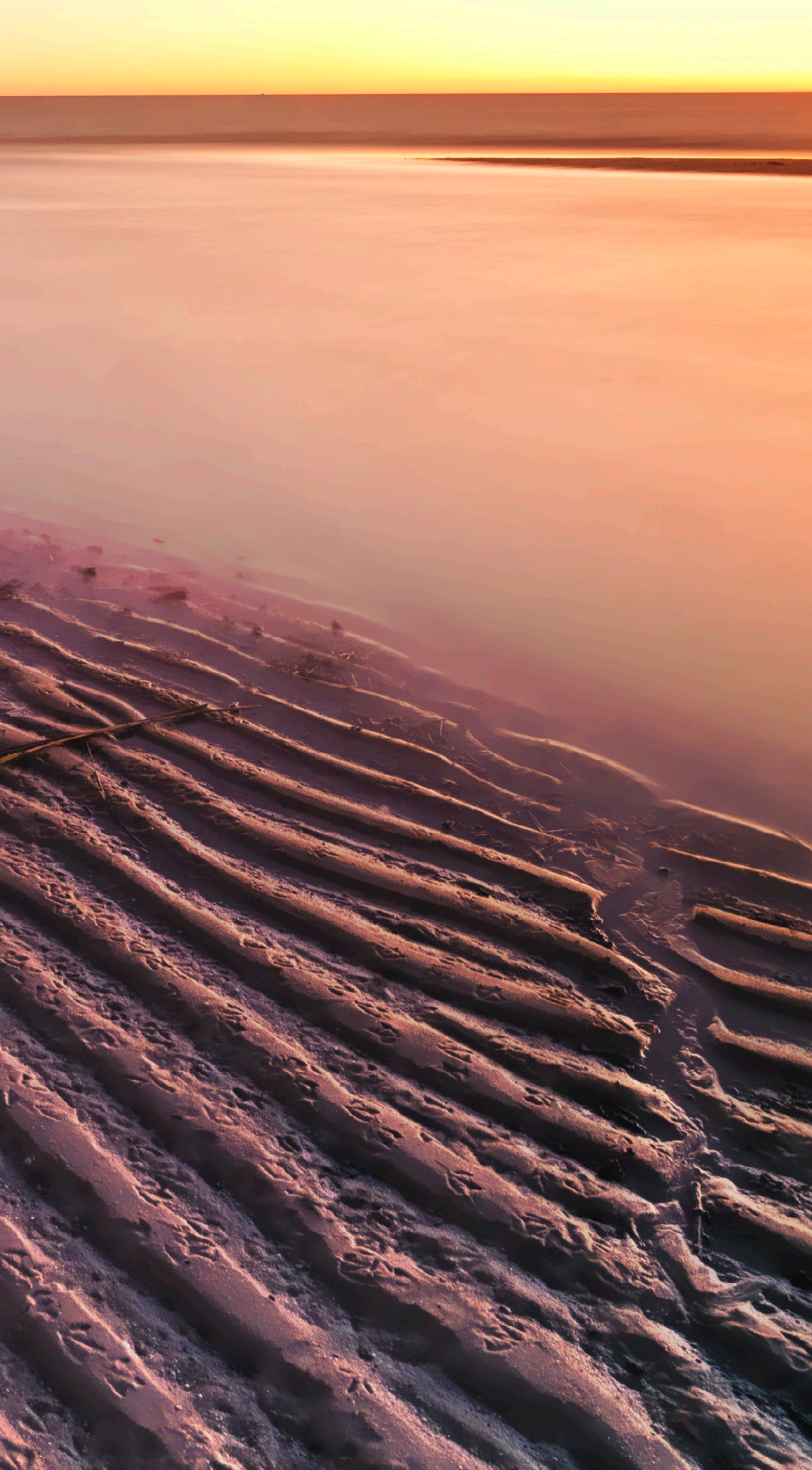
Capture shortly after dawn during the summer in Winter Harbor, Maine, Jexcz selected the 28mm lens and used DAC corrections in Phocus to remove wide angle distortion.

Jecz captured this hauntingly beautiful image in Nova Scotia as a ghostly sailboat emerged from the fog in the background. The image was shot using the H2, a 300mm lens and 1.7x converter to tightly frame the boat and the distant sailboat.



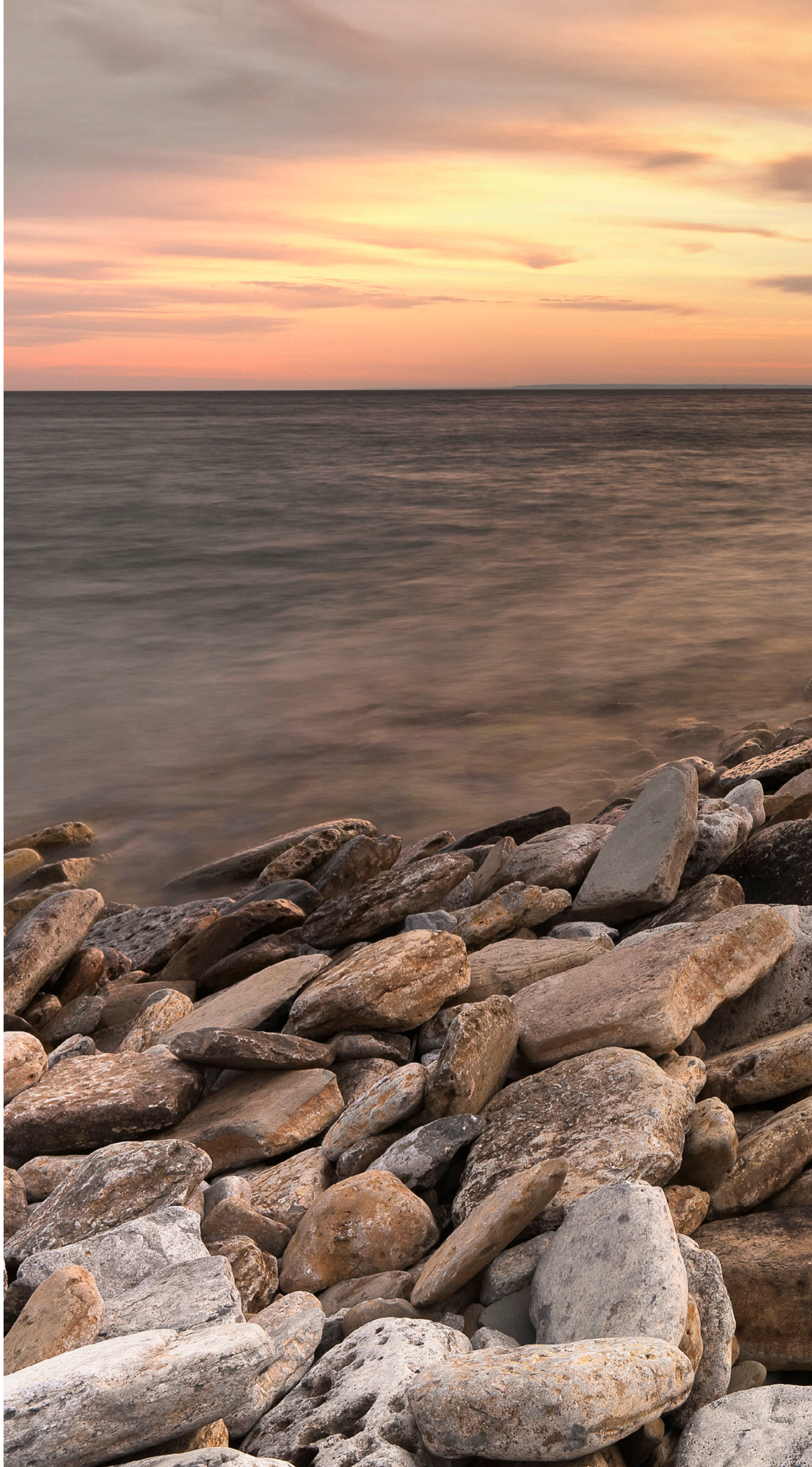






This beautifully lit winter scene was shot with a 35mm lens in order to capture the distant pier pilings as well as the delicate bird foot prints in the sand.

Using the HTS in combination with the wide-angle 28mm lens, Jecz created a beautiful image that shows the width of the rocky shore and the sunset sky in perfect perspective.





A marsh kept Jecxz from getting closer to the lake during a heavy snowfall in Ontario, Canada. Since it was snowing tack sharp focus would be difficult to achieve. He attached the HTS to get an 800mm focal length to shoot across the marsh from the distance.



page 21: The crunching of his boots drew Jecxz's attention and, after looking down and realizing the beauty of the frosty leaves, He used a 120mm macro and 13mm extension to fill the frame and create this finely textured image.

Traveling for weeks at a time, fine art photographer Derek Jecxz explores the natural landscape searching for scenes that we may never find or may not notice until we see his images. Making photographs since the mid-1990's, Jecxz has always focused on fine art landscapes with a special emphasis on water scenes. "My attraction to water," says the self-taught photographer, "is likely due to the creative effect of longer exposure (time) on its movement." Although he's not limited to water as subject matter, "it is an extremely popular subject" – an important criteria for one whose fine art prints are sold and licensed to a wide range of buyers, including interior designers, corporations and private individuals.

Learning to photograph through trial and error and, "under the clouds, rain, snow and wind," Jecxz packs up his truck 6-10 times a year and travels from the southernmost United States to remote locales such as the Northwest Territories and Labrador in Canada. "I drive because of the weight and value of the gear," explains Jecxz, who travels alone. "There's a huge element to being alone. You really hone into the photography ...it gets to its purest form."

Although he humbly offers that "All these images are luck – I was there at the right moment and able to point the camera in the right way," there's much more to Jecxz's photographs. Upon arriving on location, he'll spend a lot of time walking around to discover what he wants to photograph. "It doesn't make sense to grab the tool before I know what I'm going to photograph. I might see something but the lenses don't match." Whether it's an early morning scene in the middle of summer, or a late afternoon landscape during a winter snowfall, Jecxz reports that "I have to see the image in my mind

or have the general idea before I even reach for a lens."

In 2004/2005, Jecxz upgraded from 35mm film to medium format because he wanted to capture more information per image. "I rented several different camera brands to determine which was right for me. The H System was extremely well-designed, logical and easy to use," says Jecxz, "but what ultimately sold me was the bright viewfinder. It's a dream to use."

But he resisted the switch to digital for quite a while, worrying that it would interfere with the creative process – "I did not want to be reactionary to the LCD. I wanted to retain control over the process by driving the decisions." In 2007, after returning from a 7 week shoot with more than 350 rolls of 220 film," he was "fed up. I needed a faster and more efficient way of dealing with images. Shipping film, developing and scanning was too tedious and time consuming."

Jecxz, who now shoots with the H3DII-39, says his worries about digital interfering with the creative process were unfounded: "with Hasselblad digital cameras, I still spend most of my time composing the scene through the viewfinder before making exposures."

Because he works remotely, backups are critical so his gear bag includes two H3DII-39 cameras, as well as an H1 and some film. For a long time, his go-to lens was the HC 35mm because it matches his natural vision. But, he reports, "Since getting the HTS it's a toss-up between the 28mm coupled with the HTS or the 35mm because they are very close in perspective."

When we last spoke with Jecxz, rain had just turned to snow in up-state New York and he was heading out to capture the beautiful images that were in his mind's eye.

■ www.jecxz.com







HOC

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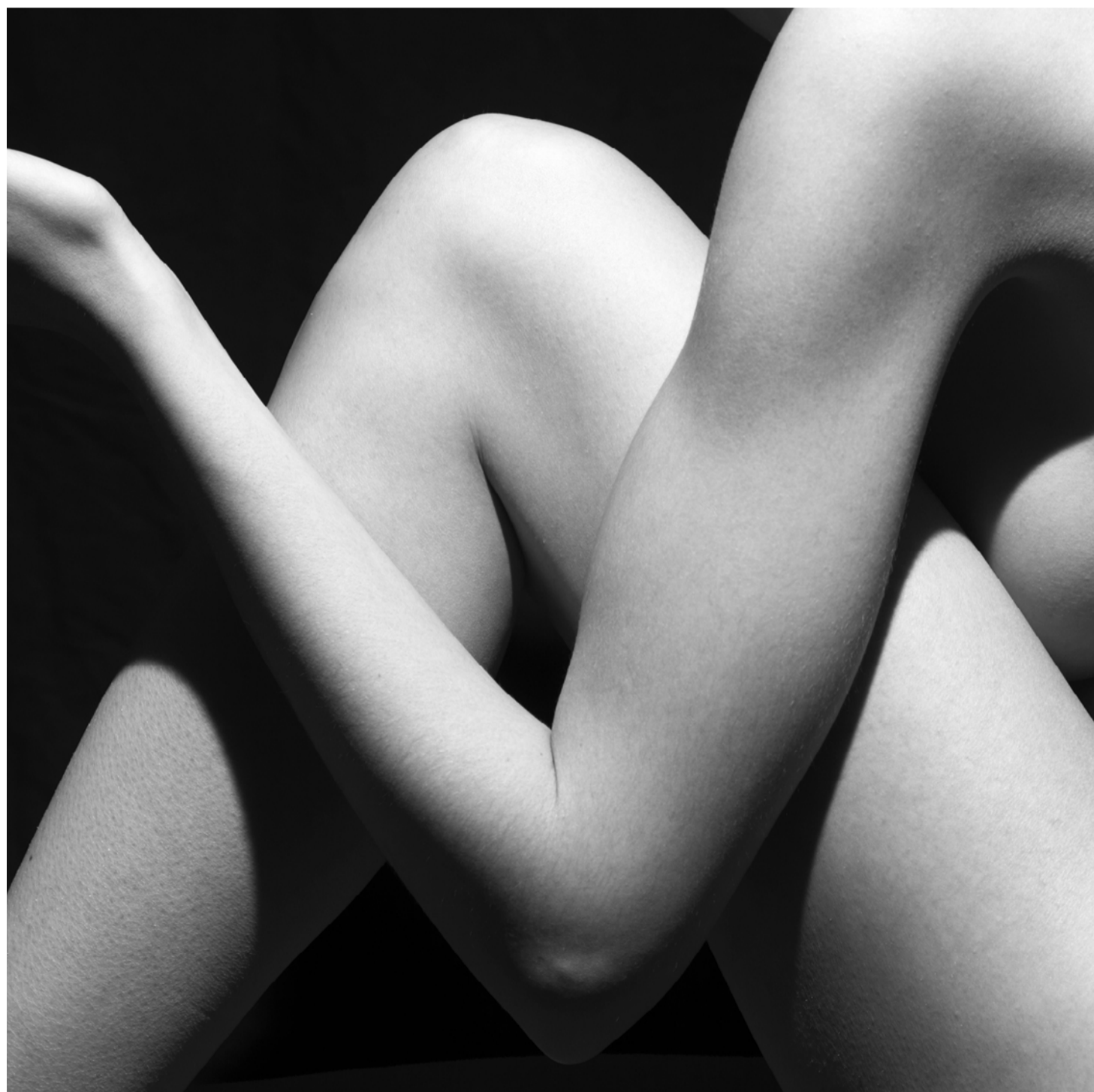
LAURENT DELACOURT

Members of the Hasselblad Owners' Club have chosen a picture by Laurent Delacourt as Photo of the Month. Introducing the Belgian fine art photographer and his aesthetic world.

An old photograph shows the young Belgian photographer Laurent Delacourt sitting in front of an enlarger where he learned to develop snapshots in the darkroom many years ago. His first Hasselblad, a second-hand 500 EL/m with an 80mm lens, was purchased in 1990 but it wasn't until 1995 that Delacourt began his more serious work inspired by the artistic nude and nature photography. A series of Hasselblad cameras followed and while Delacourt sometimes shoots with film and processes it, he usually captures his starkly seductive fine art nudes with a CFV-39 or an H4D-50. Digital, says Delacourt, "is amazing. To see my images instantly makes me a happy photographer because I can now play with light in the studio." Delacourt prefers to express his vision in black and white, "without the distraction of color, except if there is an added value to it." He also believes in creating the image in-camera: "At the click, the photo has to be finished," whereas he converts his images to B&W after the fact. Although Delacourt refers to himself as an amateur photographer, his images, particularly the winning HOC shot (left, p. 22), his dedication to his art and many exhibitions show this extraordinarily talented photographer's work is anything but amateur.

Vita: Born 1945 in Baasrode; retired from Nestle Labs where he was a principal analyst in the evaluation lab for 35 years; currently lives in Bredene; prints on Epson Stylus Pro 3880; plans an exhibition in Ghent in June

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HOC

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10 YEARS LATER //
HASSELBLAD MASTERS 2002

TOMAS
YEH

It's been 10 years since Swedish food and still life photographer Tomas Yeh was named Hasselblad Master and while his technique (and cameras) may have changed, his style has not. Consistently producing stunning images for clients (his photographs also grace the pages of about 30 cookbooks), Yeh's food photographs are richly textured, bringing out deliciously enticing details. Yeh's entrée into food photography began when his best friend, a chef, asked him to take the photos for a new cookbook. The book was a success, reports Yeh, "and marked a new kind of style within the cookbook industry. After that, I just followed that direction and got more and more into food and still life photography." Currently shooting with an H3D-39, his fifth Hasselblad camera (the first in his 29-year career was a borrowed 1000F), this inventive photographer considers it the "best tool in my toolbox" explaining, "That is what I have used my entire life and it comes naturally to me." Yeh loves to experiment with new techniques and explains that, "Ever since I first started with photography, classic black and white photos and the process to create them appealed to me. This is the way it has been ever since." However, commercial assignments generally require color so he often works in black and white when creating his own fine art and still life photography. Working closely with a team, including his wife Sarah Berg who takes care of props and styling, Yeh works out of his studio which is equipped with 3 professional kitchens. Although he likes to shoot outside as well, the Swedish weather keeps most of Yeh's work indoors. But, in the future, Yeh hopes to get out of the studio "to travel more and explore new places with my camera."

www.yeh.se
www.hasselblad.com

























NEXT VICTOR ONLINE: 1 MARCH 2012



Be surprised by inspiring **portfolios**, keep up-to-date with the most significant **photographic trends** and read leading news for the photography community. On March 1st, 2012, check your monitor for the next issue of VICTOR online.

MICK MAZZEI

>> sensual fashion and portrait photography elaborating the beauty of women

PER ZENNSTRÖM

>> diversified and sophisticated contemporary fashion photography



>> Discover the aesthetic world of the photographer who took the Hasselblad Owners' Club photo of the month: Steven Barston

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Items and topics in the next issue of VICTOR online may be changed or post-poned due to editorial or other reasons.

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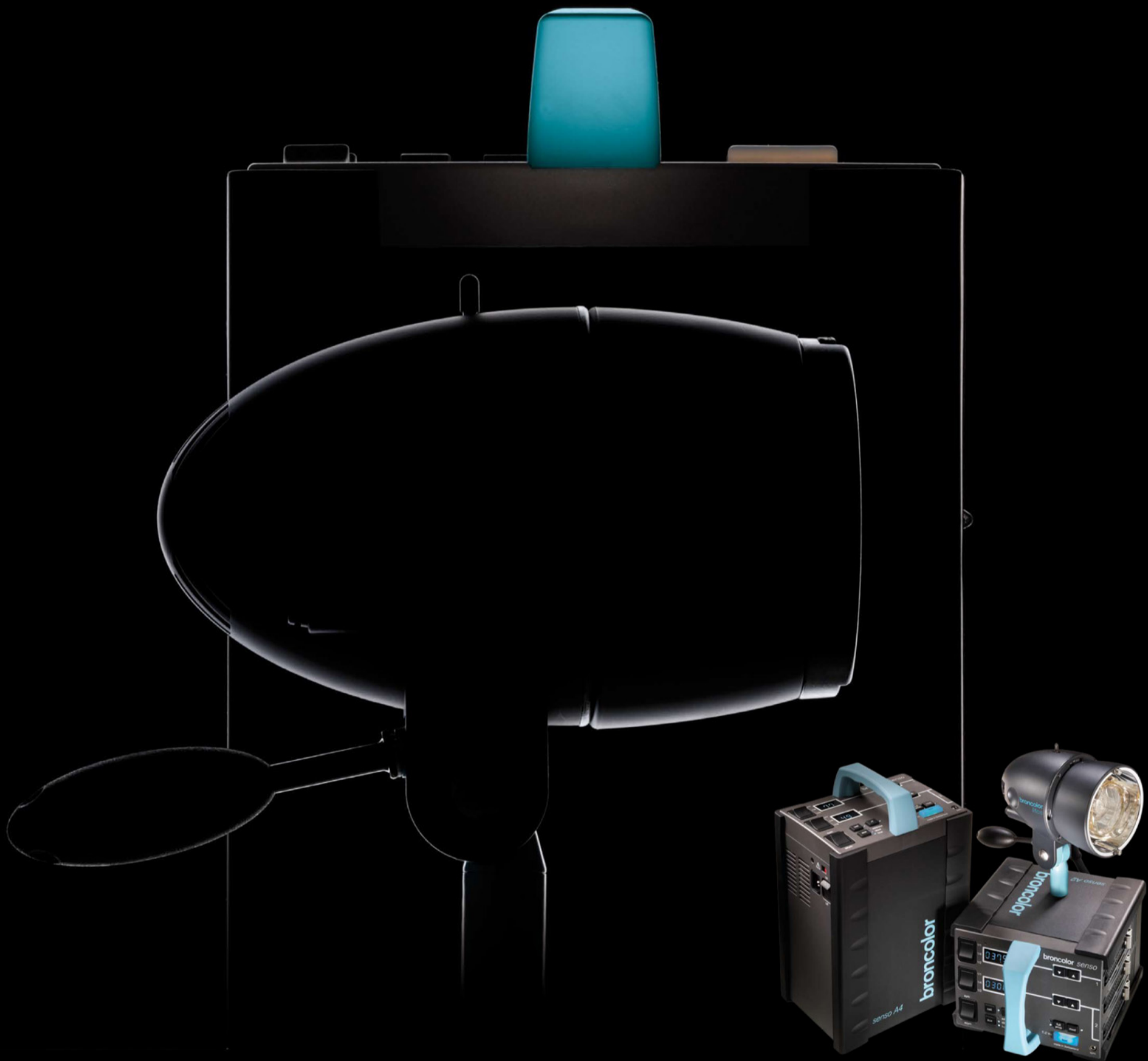
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