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## **FASHION PHOTOGRAPHY: THE TRUE STORY WITH CLAUDIO BASSO** **Reality Training Workshop Offers Secrets From Legendary Photographer**

**NEW YORK, March 14, 2008** – Calumet Photographic is thrilled to present highly acclaimed photographer Claudio Basso and his prestigious reality training program on fashion photography, April 28-29 at its New York store on 22 W. 22nd Street. Backed by his all-star cast of celebrity hair stylists, makeup artists and New York City supermodels, Basso delivers a compelling training experience to help photographers improve their skills and launch successful careers in fashion photography.

Drawing from his 30 years of experience in the fashion industry, Basso delivers the secrets, tips and tricks of successfully shooting supermodels and celebrities. In this two-day weekend event, Basso shares his insights to succeed in one of the most competitive and exciting fields of photography. He also provides a detailed analysis of the fashion industry, and then offers his step-by-step training in order to plan, execute, edit and deliver a successful fashion shoot.

Enjoy a gourmet lunch while taking part in the Renovance.TV talk show. Get up close and personal with the best techs in the industry, the supermodel, the agent and the creative crew. Rise and shine early Sunday for the chance to stand on the set with one of the masters of photography and watch him create magic. Basso features two shooting sessions where he invites eight randomly picked participants to shoot with him. The workshop concludes with the RTV Image Award Ceremony, which will showcase the participants' images and award the winners of the top three images.

Claudio Basso's impressive volume of work has been published across four continents. From Milan to London, Paris and New York, Claudio created editorial for prestigious magazines such as *American Vogue*, *New York Woman*, *French Elle*, *Italian Vogue*, *Vanity*, *Bazaar*, *Amica* and *Grazia*. The elegance of his work also contributed to such prominent catalogues as Saks Fifth Avenue, Bloomingdale's, Bonwit Teller and Otto Versand. While recognized in Japan for the Max Factor cosmetic campaign, and in Greece and Brazil for his stunning *Elle* covers, Basso never abandoned his most intimate work of private portraiture shown in galleries around the world.

For more information, please visit [www.calumetphoto.com/event/basso](http://www.calumetphoto.com/event/basso). This workshop will only be offered once this year and seating is limited. Please register early for Basso's career-changing experience. Calumet customers will receive a special discount price for the workshop!

*Claudio Basso's workshop is part of Calumet New York's one-year anniversary celebration at 22 W. 22nd Street. Calumet Photographic has been helping photographers create extraordinary images since 1939. Only Calumet serves the needs of photographers with an interactive website, professional call center and worldwide retail centers. There are 10 stores in the U.S. and 19 stores in Europe.*

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