



BLUECOAT

Client: Tate Catering at The Bluecoat
Location: The Bluecoat, Liverpool

Delivery: **Delivered to client within 48hrs as requested**

Project: **Atmosferik** are accredited as sole preferred photography supplier for Tate at the Bluecoat. We were commissioned to supply creative, fresh and modern photography to display Bluecoat as an ideal and beautiful event venue. Imagery to be used for the purpose of attracting event organisers to hold their events at this historic venue. The finished work was for use on websites, events brochures, on-going press releases and other relevant marketing materials. The commission was spread over two photo shoots and included photography of event staff in working situations, table set ups, glassware, floral displays, interiors and exteriors.

Technicalities: Careful composition was essential for this commission. Due to time restrictions on marketing activities, our photographer, **Tom Ely** was required to carry out this photo shoot in unfinished building, surrounded by on-going building works.

- **Tom** used his vast skill and experience to use blur and search for more unusual angles, in order to detract from the incomplete setting. This was done with complete success.
- Composition of each shot was optimised and then cleaned up during a detailed editing process.
- Correct exposures always essential. White balance is manually optimised for each image.
- Aware of varied ISO settings and sensitivity of camera, in the varying light situations in this building.
- Noise reduction filters used during editing process to give maximum clarity and remove any grain.
- Careful repositioning of the camera is carried out to maximise the given surroundings e.g. make a room look busy or eliminate unsightly surroundings.

Recent Projects: Entertaining at the Bluecoat and Eat & Drink at the Bluecoat commercial marketing photo shoots Building Design Weekly Conference
Due to commence work on further interior photographic work and launch events
We continue to be accredited as sole preferred photography supplier for Tate at the Bluecoat.

Client Says: "Since taking over the organisation of Entertaining at the Bluecoat, **Atmosferik** has assisted with various photographic needs. Including launch events, client conferences and photography for commercial marketing materials. I find that I only need to provide the briefest of outlines of my requirements and they are always fully understood. Be it a formal dinner, lunch or reception type event, visual creativity is aligned with purpose to each portfolio of images. **Atmosferik** are fully conversant with working within a historic building, they provide a professional service at all times and I certainly enjoy working with them. "**Hazel Walker, Conference & Event Manager, at the Bluecoat**".