

# Louise Meyer



**B**rides Essence caught up with Louise Meyer from Hoedspruit to interview her and showcase more of her stunning photographs.

## **Where did you grow up?**

I grew up in Rustenburg in the North West Province. After matric I joined the South African National Defence Force and did my basic Training in George. I loved it so much that I permanently joined and served in the Defence Force for 13 years. It was an amazing journey of self discovery and personal growth. I believe that it contributed greatly to my success as a photographer today. I always joke by saying I exchanged my guns for cameras but I kept on shooting!

## **Where are you based and what geographical area do you cover?**

I am based in Hoedspruit, a little town in the heart of the bushveld where I live my dream. I cover all the surrounding areas. Destination weddings have become extremely popular and I shoot a lot of International Weddings. It is an amazing adventure for me as I get to see the most amazing lodges. I have a huge passion for nature. The combination of weddings in the bush just completes me as an artist!

## **What made you choose photography as a profession?**

I was at a friends wedding in 2003, was more intrigued with photographer than with the wedding itself! It was like a light

just came on! I immediately bought a camera and that was the start of the most wonderful journey!

## **Did you study photography?**

After my amazing husband bought me a camera I read the manual front to back and back to front. Everything just made sense to me! I did a few courses at Cape Town School of Photography however my biggest mentor was practice, reading and time behind the lens.

## **How long have you been a wedding photographer?**

While in the Defence Force in Cape Town I photographed a few weddings on the side. I officially started my business six years ago after I resigned and moved to Hoedspruit

## **How many weddings do you photograph per year?**

It differs but it is between 50 and 55 weddings. I feel very blessed! A lot of the International Weddings are in the week!

## **What sets you apart from other photographers?**

I am a photographer with a thirst for love, life and truth. In an industry saturated with trendy processing techniques and emphasis on style instead of substance, I strive to make honest images that are full of emotion and reality. I always explain to my couples that I want to capture the essence of who they are as a couple.





**What are the latest photographic trends and have you implemented any of them?**

*I love to play with natural light! Especially where I live, I am blessed with the most extraordinary naturally setting and lighting. The latest trends are the incorporation of specialised flash photography.*

**Do you have any advice for Brides on how to choose the right photographer?**

- 1. Make sure you like the style of photography.*
- 2. Choose two to three photographers and follow thier work. A portfolio can be very deceiving.*
- 3. Make personal contact with the photographer. Don't just go on their work on their website. It is so important that you have a connection with your photographer. Your photographer is one of the most important people at your wedding.*

**Do you have a favourite pose for Brides?**

*You need to be able to read and manage people. Certain poses*

*work for some people and may not appeal to others. I always say that being in front of the camera is the most frightening and intimidating experience. To select the right pose is so important.*

**What is your preferred equipment brand?**

*Ahhh! I am in love with Canon! I shoot with 2 Canon 5D mark2's, 50mmL f1.2, 24-70mmL f2.8, 70-200mmL f2.8, 100mmL f2.8macro I always shoot with two cameras.*

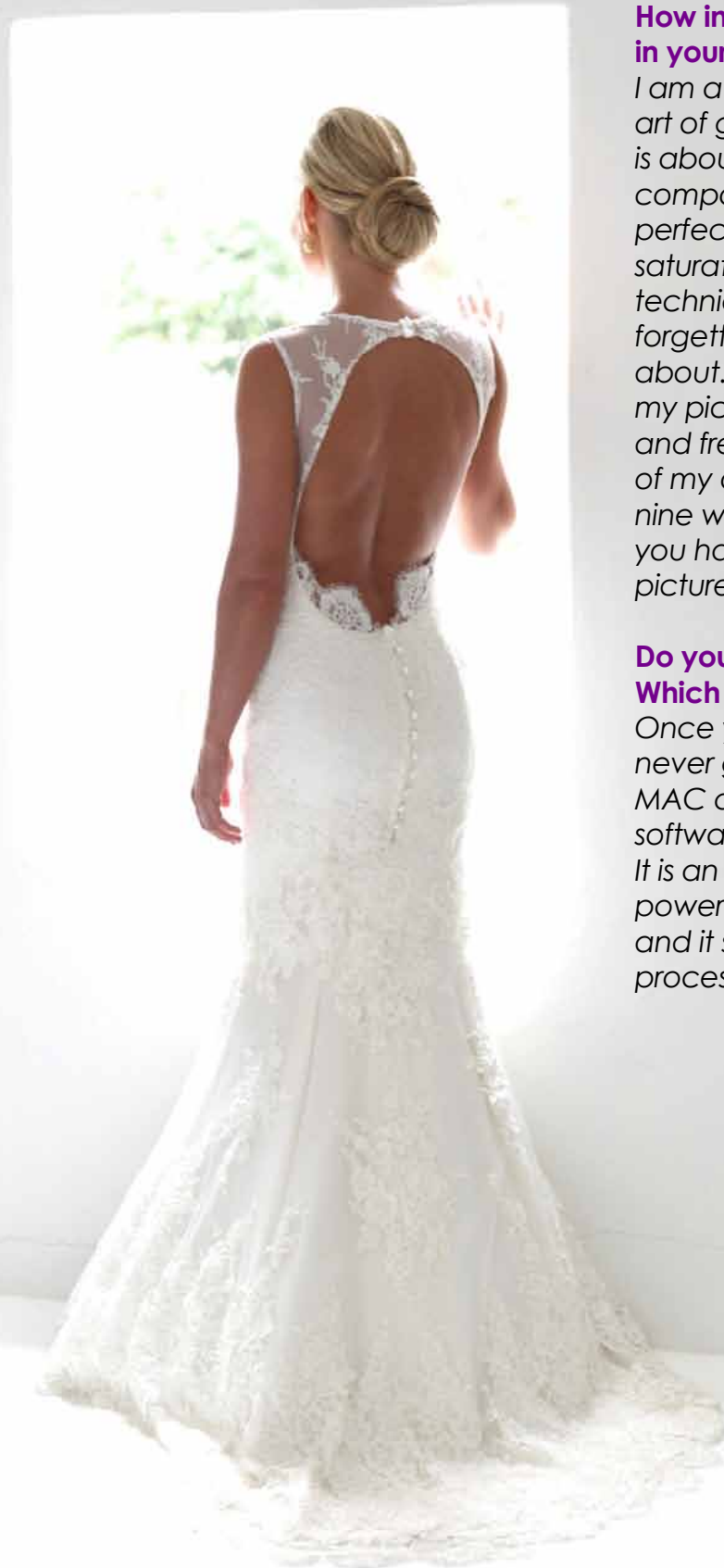
**What is your favourite photography accessory, other than your camera?**

*A: Definitely my reflector.*

**If you had to choose one lens which one would it be and why?**

*mmm..... I think my 70-200mmL f2.8. It is so difficult my equipment and I are a team. Every lens in my bag has a specific role but the 70-200mm has a very useful focal length range with excellent image quality and superb autofocus performance. It has a fast aperture and one of my favourite features is the 3-stop Image Stabilization.*





**How important is Photoshop in your final images?**

*I am a firm believer that the art of good photography is about taking and composing the picture perfectly. The industry is so saturated with processing techniques that we start forgetting what it is all about. I love to enhance my pictures, crop if needed and freshen it up with a bit of my own magic. If you do nine weddings in one month you have to ensure that the picture is taken perfectly!*

**Do you use a Mac or PC? Which do you prefer?**

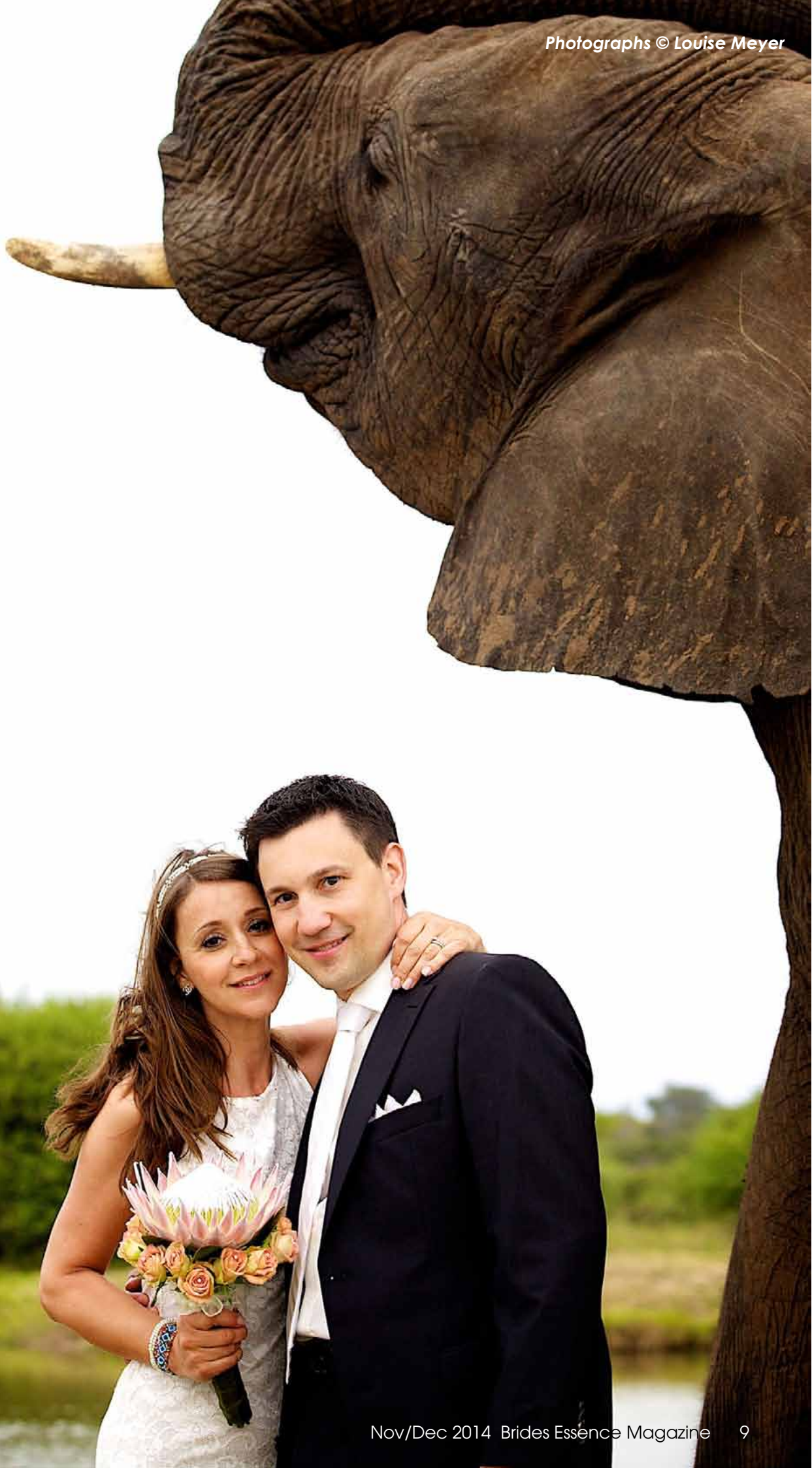
*Once you go MAC you never go back!!! I love my MAC and use Aperture software for post processing. It is an amazing and powerful programme and it simplifies my post processing. ♡*



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