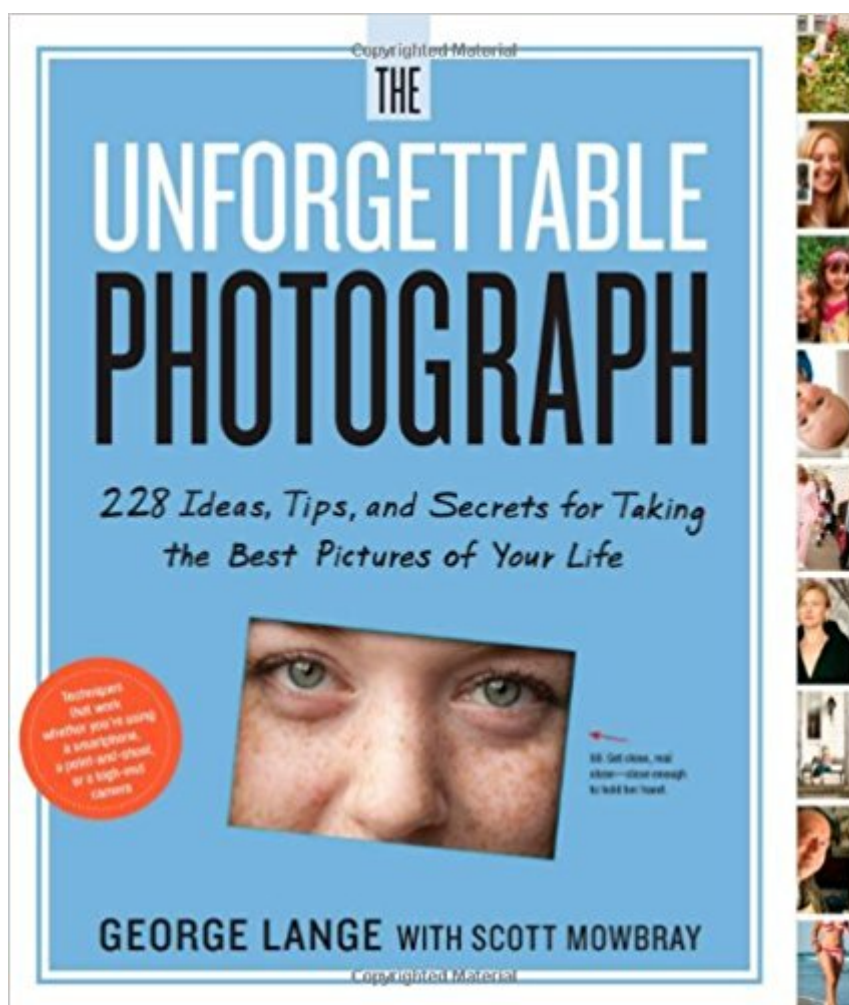


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# The Unforgettable Photograph: 228 Ideas, Tips, And Secrets For Taking The Best Pictures Of Your Life



## Synopsis

Renowned photographer George Lange's work is guided by one simple truth: An unforgettable photograph is not about what the subject looks like, but what it feels like. In this entirely new kind of photography guide, written by Mr. Lange and Scott Mowbray, magazine editor and longtime amateur photographer, the rest of us will learn how to take photographs that don't just document life but celebrate it. No fancy equipment required. Just hundreds of simple, inspiring ideas and lessons—each one illustrated with a photograph—organized around the six essential principles of seeing like a photographer. (Here's one: Shoot the Moment, Not the Subject.) Here's why to shoot in natural light always. The fun of putting babies in surprising places. How to get intimate with food. Using a dramatic sky as your backdrop. The benefit of learning to know the light in every room of your house. Shooting hands or feet instead of faces. How to move past the "I was here" postcard effect. How to catch the in-between moments. Because in the end, it's about living the moment, shooting the moment—and being in the moment forever.

## Book Information

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## Customer Reviews

"For anyone who's dreamed of capturing the perfect image . . . more than 100 brilliantly simple suggestions [and] . . . award-winning techniques. Parade magazine "This charming book provides a fresh approach and offers assignments for those new to

the craft. The book will also appeal to seasoned photographers looking for new ways to capture the moments around them in a more meaningful and personal way." *— Publishers Weekly*

"Turn to any page of this colorful volume . . . and you're practically guaranteed a game-changing idea or impactful tweak for bringing more soul, spirit, and life into your snapshots (whether you're using an iPhone or pro-grade gear)." *— Real Simple*

"Hundreds of masterful photos surprise, inspire and fascinate . . . The how-tos in this volume are not so much technical as philosophical, urging photographers to celebrate life—not just document it—through their photos. . . . In addition to its photography application, this book might also provide a good introduction for any budding human being (or photographer) to the ways in which love brings people together." *— BookPage*

"Featuring practical wisdom for all skill levels, the book uses [Lange's] stunning photos to demonstrate points about lighting, framing, and, most important, how to train yourself to shoot the moment, not the subject." *— Southern Living*

"[The book's] common thread is helping the people behind the camera accomplish the ultimate goal behind all the button-pushing: depicting the world more richly." *— Chicago Tribune*

George Lange has been taking photographs all his life. A graduate of the Rhode Island School of Design, he began his career working for Annie Leibovitz and Duane Michals, and went on to shoot for many major magazines, national newspapers, entertainment studios, and corporations. Today he is best known for his commercial still and motion work. Scott Mowbray, now the editor of *Cooking Light*, is a serious amateur photographer and longtime Time Inc. editor. He lives in Birmingham, Alabama, and Louisville, Colorado.

This book is great. Lange demonstrates his experience and talent as a photographer with beautiful photographs. The point of the book is to give you tips "for taking the best pictures of your life" and it does just that. It doesn't really focus on the technical aspects about photography which makes it different from other photo books and is something I enjoyed. This book is about telling a story with your photographs and capturing those special moments that are constantly disappearing. Lange encourages readers to always keep shooting and look for the in-between moments that make a picture truly memorable. The design of the book is simple, clean, and beautiful and is easy to just flip through or read cover-to-cover. I recommend this book to any photographer looking to capture simple moments of life with a new perspective.

I bought this for my Father for the Holidays. He loves photography but let's say his pictures need.... some work. It broke my heart to see him so invested but his pictures turn out so poorly. He LOVED this book. His first response was that he loved that it didn't ask him to buy a fancy camera or make big purchases. He felt he could really use the tips and he likes how easy it was to look at and the examples. He told me it was a good teacher. I felt great I could get him something that he could use and maybe this year everyone will be in focus with their heads intact....

I read these rave reviews and the the Denver Post article. I truly expected a book that would help me connect and create more touching photos. I personally don't like my own photography unless it transports me to a time or place or helps me recall an emotion. I truly expected that I would see pictures that would bring about the same characteristics. I was disappointed with the photography which seemed more like an amateur's photo album. Interestingly the copy was creative and quite elegant. I feel that I can use the ideas in my photography. It is just that the pictures accompanying the copy did not do justice. As a book of photography I have to say, it did not deliver.

I bought this book because I heard an interview with the author on the Glenn Beck radio show and was impressed with the author's viewpoint about what is a good photograph. I immediately went to to order the book for my daughter who wants to be a professional photographer, esp. since it was promoted as a book for the amateur or the professional. I read most of the book before I gave it to my daughter and found that the book was even better than I thought it would be. I have collected many books on photography and so far this is the best book I've ever seen. It is every bit as good as it is promoted and is a good book for the amateur and the professional. It is filled with beautiful photos and lots of tips on taking a good photo, so that anyone can take at least a memorable, if not an "unforgettable", photograph.

What a delight! As a serious stroke victim for some years I have all but given up learning what I need to know about serious photography. Technical language of any kind is impossible. But The Unforgettable Photograph is all and more that I could hope for to guide me where I need to go. THANK YOU for re-establishing the JOY of photography.

As a fairly advanced amateur people photographer, I love books that help generate ways to think outside the box. This book provides it. It's not long, or complex, it's fun. It spurs the imagination and encourages a playful approach to photographing people and life. I really loved George's ongoing

excitement at shooting people and he has some great ideas on how to generate energy and fun in the people photography you would shoot. If you need a technical look at people photography, this is not it. If you are looking for inspiration and a way to think outside the box when shooting people, you will enjoy this one. It will probably provide some smiles along the way!

In a quest to learn more about making good photos, I bought this book. It's all about taking photos of people, and the author is all about spontaneity. It's refreshing to hear his stories and read his tips; the author keeps pulling us back to having fun while taking photos, to bringing us back to the moment of snapping pictures. And that's something I can remind myself to do. Sharing all the author's amazing photos and reading his tips is worthwhile, too.

My wife got this book for me - There's some great ideas in it

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