

Of Colours and Characters

SERGIO MORANA SPEAKS ABOUT THE COLOURS, AND CHARACTERS WHICH KINDLE HIS IMAGINATION



Sergio looks through the huge glass pane in front of us and laments about the weather – which is primarily the reason why we are sitting inside a cafeteria rather than treading the sand at Ramla Bay. All the day’s work had to be postponed because of the overcast sky. “this is the thing with photography – you are very often dependent on nature!” he says with a grin. Despite the existence of the studio, he admits that a photoshoot with natural surroundings is always more exciting.

“Photography is a passion and it becomes so when you realise that you wake up thinking about it, you go to sleep dreaming about it and you dream about it. It’s fun ultimately but it can also create a certain amount of stress since very often you have to meet client’s expectations perfectly.” Sergio says it is not easy to picture what your client has in mind and this in itself can be a very long process.

Once again he says that because it is an art, then it becomes even more tough to make a piece of art work fit in exactly with the rigorous frames/outlines that the clients have pictured. He straightens up in his chair and pulls absent mindedly at the end of the red cord of his grey hoodie, “Art is not a science” he claims matter of factly. “Sometimes even the hues

in the picture itself can become a problem, simply because we all have different characters and ideas.” For Sergio, photography is art. “Everybody is born an artist but then it all depends on how much time each individual is ready to dedicate to it to perfect it. You have to persist especially in a small country like ours. You must work hard for it – professionalism does not grow on trees you know,” he laughs.

Throughout the past four years however, Sergio has





met different people all with different characters and he believes that photography helps people show their real characters. It is interesting to see how during a photoshoot, people show their true characteristics and he believes that this is what portrait photography is all about. “It is not about posing for a photograph.

It is really about being natural in front of a camera. A portrait portrays the real you”. One of the great things about photography is that you work with people and you get to know people. You build a relationship and that is essential especially during a photoshoot. There is a great element of trust.

Sergio is in fact very proud about the fact that his photos show characters, they do not necessarily tell a story. He goes on to speak about his deep admiration for models, saying that photoshoots actually make you aware of how tiresome it can be to pose for two hours or so.

“This is one of the reasons why I like to leave my models as free as possible during a photoshoot. I do guide them sometimes though and I definitely make it a point to allow their true characters come out”

Fact Box

Name	<i>Sergio Morana</i>
Age	<i>34</i>
Likes	<i>Art</i>
Scared of	<i>Toothpicks</i>
Favourite Food	<i>Italian Food</i>
Favourite Photographer	<i>Brassai</i>

Sergio's works may be viewed at <http://www.smorana.com> or <https://www.facebook.com/sergiomorana>