

My World... My Passion and Profession

GARY BARDI SPEAKS ABOUT TECHNOLOGY AND CREATIVITY WHICH SHAPE HIS ARTISTIC WORLD AND HIS SHIFT FROM HOBBY TO PROFESSION



As the door closes behind me, there is an immediate soft silence, shutting out the busy hum coming from the wet and windy streets below. The serene feeling is more than welcome. Colour and black and white snaps stand out on the crisp white walls of the studio entrance.

Making our way to the dark brown leather sofa, the clear blue eyes of a model peer at me from the canvas hung on the wall. The shots invite me to look at them.

Gary, second time winner of the Fashion Photographer Award, grins happily as he sits down comfortably and immediately delves into his passion for photography. I can immediately realise that calling Gary a photographer is an understatement. His love for these artistic creations is evident from the radiating enthusiasm with which he speaks.

“There should be no rules” he says. He explains how the trick in today’s fast moving world is to create something different every time, a task which he himself has not achieved without effort.

“You see,” he says as he gets up from the sofa and walks towards his desk casually picking up one of his cameras, “there is a big difference if I take a picture from high up and an even bigger difference if I take a picture from a very low angle.” He squats, pointing the camera towards a stool, and motions the actual difference in angle. For Gary, keeping the audience interested is focal.

Fashion photography does keep audiences interested but this sort of photography has become

a genre with a commercial intent according to Gary. He speaks passionately about the various fashion shoots that take place and indulges in an enjoyable discussion about his experience on a local television fashion related programme called Venere. “It is an excellent platform for exposure”, he adds “especially for new photographers.”

Fashion photography does allow photographers to use their artistic side, but today it has become more associated with financial rewards and “money and art do not mix well,” he adds.

“Photography is where creativity meets science and technology, both of which are very close to my heart.”

I could not help noticing the variety of vibrant colours and the play with light and shade in his latest Venere shoots, almost reminiscent of

Caravaggio’s chiaroscuro technique.



“You have to work hard to create your own artistic identity, but then it is very rewarding.” Like most artistic works, after all, inspiration is the key to unique pieces. Smiling thoughtfully, he adds that “inspiration is not something which can be switched on or off. It simply has to be experienced. Sometimes

it is like a knife which cuts at both ends – you work hard to attract a larger clientele, but then the busier you are the less the inspiration”.



“It can be overwhelmingly hard at times and amazingly effortless at others. It is in fact very difficult to draw the line between hobby and profession” he says. He does add that photography is simply part of him and that is why he has taken up photography as a profession. Gary explains how he has been a photography enthusiast since his teens. Experimenting away with a friend’s SLR camera, he recalls how he got hooked. He bought his own SLR camera soon after and enrolled in a photography course. Realising that his creative ideas were not always welcomed by the people around him, he decided to take his passion further and has since then created his own photographic niche.

He is fully aware that a professional photographer’s work should be flawless. Once one has won photography awards, more hard work is required to retain the leading edge.

I ask Gary about his preference towards black and white photography or colour photography. He ponders as he opens his fresh tobacco packet, which has been lying on the coffee table since we started, and skilfully rolls a cigarette. The rich floral aroma of fresh tobacco leaves suddenly fills the room almost adding texture to the whole experience. “Choosing colour over black and white photography is always an internal struggle,” he muses. It is easier to set and create a mood through black and white photography,” he adds, “but then colour adds so much detail to the shot.”

I ask Gary about his future intentions. “Short films,” he says without hesitation. “I feel you can create even better stories through films and then probably I’ll delve into fine arts.” Although he is already working on such projects, he claims shyly that it would be very difficult for him to actually part from such work. “I do this passionately and I am deeply attached to my world.”

Fact Box

Name	<i>Gary Bardi</i>
Age	34
Likes	<i>Watching a good film or series</i>
Scared of	<i>Daily routines</i>
Favourite Food	<i>Mediterranean cuisine</i>
Favourite Photographer	<i>David La Chapelle – I like the way he uses light. All his models have an intent purpose and expression.</i>

Gary’s works may be viewed at <http://www.toniolombardi.com> or <https://www.facebook.com/toniolombardi.photography.design>