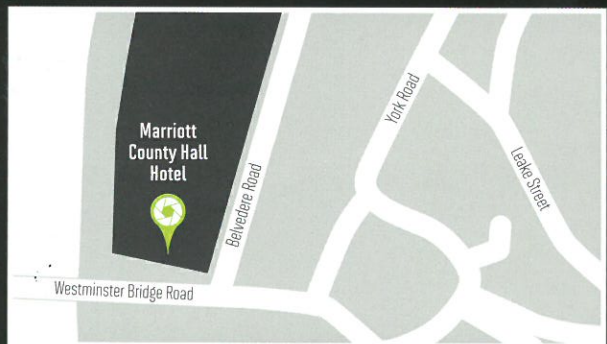




# ESSENTIAL INFORMATION

Photo 24 HQ is at the King George V Room at the Marriott Hotel County Hall, Westminster Bridge Road, SE1 7PB. This will be open for the whole event and is where the final meeting at 3pm, Saturday 30 June will take place. The Fujifilm GFX Studio is also at the Marriott Hotel County Hall, in the Herbert Morrison Room.



**KEEP IN TOUCH  
HOTLINE  
07707 481596**

## SOCIAL MEDIA

facebook.com/photonewspn @PhotonewsPN  
facebook.com/fujifilm.uk @Fujifilm.uk

@Fujifilm\_UK #rep1stmyfujifilm  
@PhotonewsPN @Photo24London #Photo24

@Photo24London @fujifilm\_uk



# TIMELINE

### From 2pm

National Gallery Lecture Theatre, Trafalgar Square, London WC2N 5DN



### 3pm

Photo 24 begins with a briefing which will last 20-25 minutes. Introductory West End walk with Fujifilm and Photography News. Meet outside the lecture theatre. See the map for the route.

### 4pm

Fujifilm Fine Art GFX Studio shoot 1, Herbert Morrison Room, Photo 24 HQ.

### 5pm

Steampunk shoot in Leake Street (it's a five-minute walk from Photo 24 HQ) sponsored by Fujifilm X-T2. Guidance available and Profoto flash lighting is provided. Lasts three hours. There are no allocated slots so just come along and whoever has the flash trigger is in charge of the flash, but you can shoot with available light too, and when you're not shooting the models, enjoy the brilliant graffiti. Fujifilm Fine Art GFX Studio shoot 2, Herbert Morrison Room, Photo 24 HQ. South Bank walk 1. Meet at King George V Room, Photo 24 HQ.

**TECHNIQUE TIP  
LOCATION PORTRAITS**

Use a wide-angle to include more of the surroundings, or fit a telephoto to concentrate on the subject and blur the background. Both methods work so it's down to what you're trying to say with your shots. Do you want the environment to add context to your shots or do just want a powerful headshot? It is always best to explore both options.

### 6pm

Fujifilm Fine Art GFX Studio shoot 3, Herbert Morrison Room, Photo 24 HQ. South Bank walk 2. Meet at King George V Room, Photo 24 HQ.

### 7pm

Fujifilm Fine Art GFX Studio shoot 4, Herbert Morrison Room, Photo 24 HQ. South Bank walk 3. Meet at King George V Room, Photo 24 HQ.

### 8pm

South Bank walk 4. Meet at King George V Room, Photo 24 HQ.

### 9pm

Sunset is 9.21pm, but in the city the sun will have disappeared behind the skyline before then.

### 10pm

Hopefully, a long June twilight will let you capture night shots with some natural colour in the sky, before light pollution takes over.

### 11pm

With night fully upon us it is a good time for light trails so head to busy junctions and roads.



### TECHNIQUE TIP LIGHT TRAILS

The aim is to record moving car lights as trails of colour. Find a busy road junction, somewhere safe and not in the full glare of headlights to set up the camera and tripod. Set an ISO and aperture to allow an exposure of around 8 to 15 seconds – the longer the exposure the more trails you will record but that also depends on traffic flow. City traffic is controlled by traffic signals so if you want trails no point shooting when the lights are red, but good timing can give you a mix of stationary and moving traffic. It is often best to just watch traffic for a few minutes before you start shooting so you get a feel for when it's best to shoot.



### Midnight

Night walk. Meet at the northern end of the Millennium Bridge on the corner of Peter's Hill/Queen Victoria Street. See the map for the route in case you miss the start or get separated from the group during the walk.

# INTRODUCING OUR FUJIFILM PHOTO 24 EXPERTS

## In the Fujifilm GFX studio: Wayne Johns

Wayne is a successful fashion and portrait photographer and in the Fujifilm GFX studio he will help you shoot professional-level images with our fine art model.

During the 45-minute session he will demonstrate key features of the Fujifilm GFX and then you will get the chance to put in your own SD card and take some shots. Groups are limited to five people, so there is time to shoot, ask questions and enjoy the GFX.

Sessions: Friday 4pm, 5pm, 6pm, 7pm, and Saturday 10am, 11am, 12pm and 1pm.



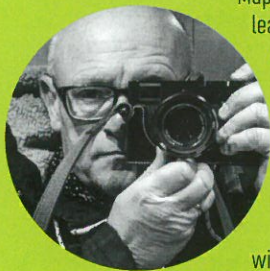
## On the photo walks: Alex and Brian Lloyd Duckett

During Photo 24 we are offering free photo walks with two leading street photographers, Alex and Brian Lloyd Duckett. They offer workshops across the UK and in Lisbon, Venice, Prague and Paris through their business, StreetSnappers. For details see StreetSnappers.com.

Alex and Brian will offer technique street photography advice during the walks and, as Fujifilm users, can help Fujifilm camera users with set-up and which camera settings work best.

Maps for each walk are printed on this leaflet. If you get lost or get left behind, don't worry. Please use the relevant map to catch up or get ahead. Alternatively, phone the hotline, or head back to the Marriott Hotel County Hall, or just continue enjoying your photography wherever you are.

Please see the walk maps for times with Alex and Brian.



**INTRODUCTORY WEST END WALK**

**Start point** In the foyer outside the National Portrait Gallery Lecture Theatre

**Start time** After the briefing

**Duration** 1 hour

**End point** Covent Garden

**Distance** 1.3km

**Midnight-3am**

Our Photo 24 HQ is open all night long if you need a rest, or stay out and enjoy some night photography. At base, we will be offering informal photo assessment sessions of shots you have taken so far with a Photography News expert.

**4am**

Light will already be returning to the sky with, hopefully, some predawn colour. Sunrise is timed at 4.45am although in the city the sun might not actually appear above the rooftops until a little later. The Photography News team will be on Westminster Bridge. Fingers crossed for a clear morning.



**TECHNIQUE TIP  
SHOOTING SUNRISE**

Shooting sunrise in the city is a different visual experience from shooting it out in the open landscape. In the city, you might get a colourful predawn sky but that colour is very likely to have gone by the time the sun rises over the skyline. Despite that, great pictures can still be had. An app (Light Trac, Sun Seeker, The Photographers' Ephemeris) can help identify a good spot to shoot from.

**5am**

After sunrise on the Bridge, the South Bank is worth exploring for some early morning, low sun shots.

**6am**

London is starting to wake up but still time to do some people-free shots of Tube stations and popular streets.

**7am**

Time for an early breakfast perhaps.

**8am**

The Thames boat trip departs from Westminster Pier for Greenwich, where you have around an hour to enjoy the location. If you want to stay in the area and make your own back that is fine.

**9am**

Where's the Shard walk 1. It's time to take a fresh look at the Shard and the photo opportunities that it offers. Meet at London Bridge Street. Street Art walk 1. Meet outside Shoreditch High Street Overground station.

**10am**

Fujifilm Fine Art GFX Studio shoot 5, Herbert Morrison Room, Photo 24 HQ.



**TECHNIQUE TIP  
STREET SHOOTING**

To be a successful street shooter you need to be ready. So have the camera out, switched on and set up for street shooting. A suitable ISO to allow an aperture of f/5.6 or f/8 for some depth-of-field and a fast shutter speed to avoid camera or subject movement is really important. Autoexposure and manual modes can both work. In manual just take a reading for the situation and use those settings until the light changes significantly. Autofocus, perhaps with face detection turned on, or manual focus works so it depends on how you like to shoot. In manual, presetting the focusing distance to 3m is a good starting point.



**11am**

Fujifilm Fine Art GFX Studio shoot 6, Herbert Morrison Room, Photo 24 HQ. Boat arrives back at Westminster Pier.

**12pm**

Fujifilm Fine Art GFX Studio shoot 7, Herbert Morrison Room, Photo 24 HQ. Where's the Shard walk 2. It's time to take a fresh look at the Shard and the photo opportunities that it offers. Meet at London Bridge Street. Street Art walk 2. Meet outside Shoreditch High Street Overground station.

**1pm**

Fujifilm Fine Art GFX Studio shoot 8, Herbert Morrison Room, Photo 24 HQ.

**2pm**

Time to start thinking about your last few shots and heading back toward Photo 24 HQ.

**3pm**

King George V Room, Photo 24 HQ – final meeting, collect your souvenir T-shirts. Photo 24 2018 ends.

FUJIFILM  
In association with

29/30 JUNE

CHALLENGE  
PHOTO  
24HR



Photography news

FUJIFILM

YOUR PHOTO 24 NOTES

Lined area for notes.

YOUR CAMERA AND THE LAW

If you are taking pictures for personal use you can shoot anything you want (and use your tripod) if you are standing in a public place. But in big cities like London there are plenty of Privately Owned Public Spaces (POPS). POPS are publicly accessible spaces provided and maintained by private developers, and they are free to enter so while they appear public, there may be restrictions on their use and security personnel may ask you to stop shooting or put your tripod away. Neither private security nor the police (without a court order) can delete your shots.

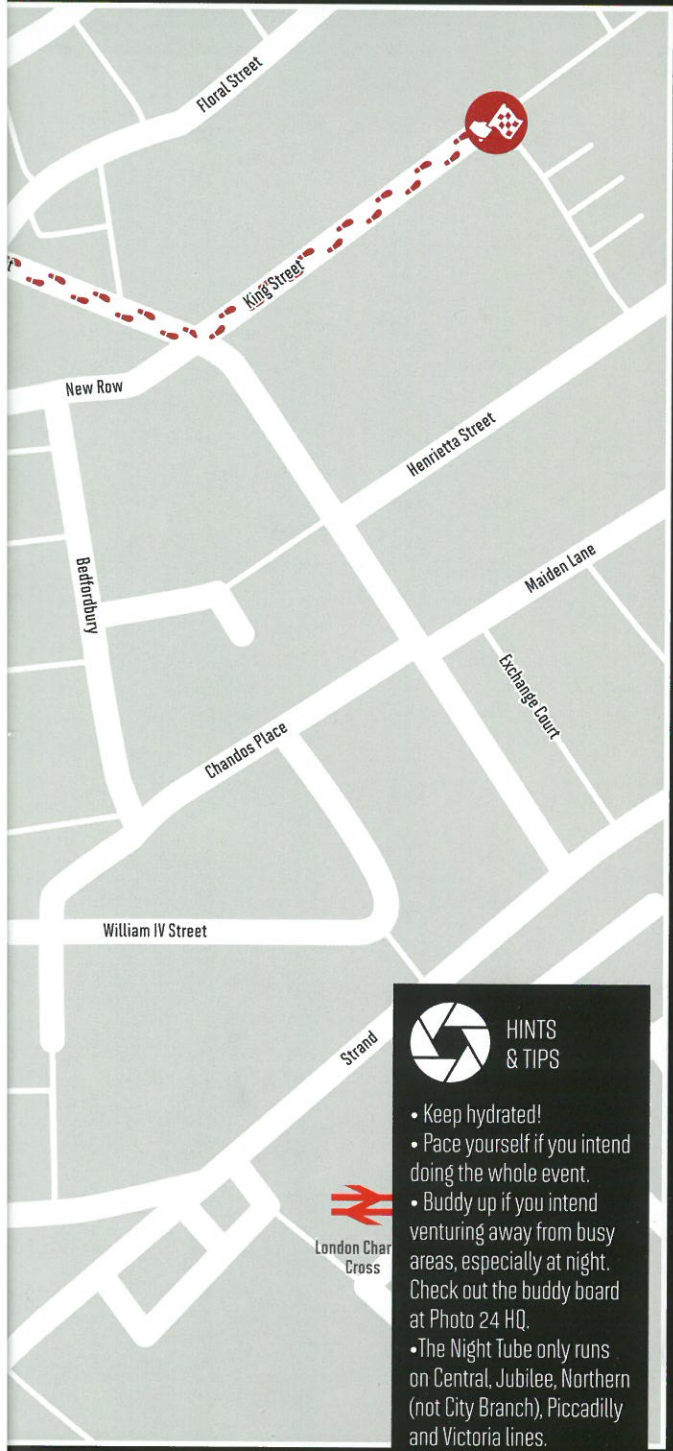
Well-known POPS include the South Bank, City Hall, Covent Garden and Canary Wharf. If you are challenged, just politely ask for clarification. If they say you are standing on private property, that is fair enough. If you are standing on public land you are within your rights to shoot whatever you want – assuming you are not causing an obstruction. Some areas (like Canary Wharf) are quite relaxed about photography for personal use so long as you are not shooting security arrangements, reception areas and interiors.

On the Tube and in train stations taking pictures as you pass through for personal, non-commercial use is fine but don't use tripods or flash and do not cause any obstruction or inconvenience to staff and/or passengers.



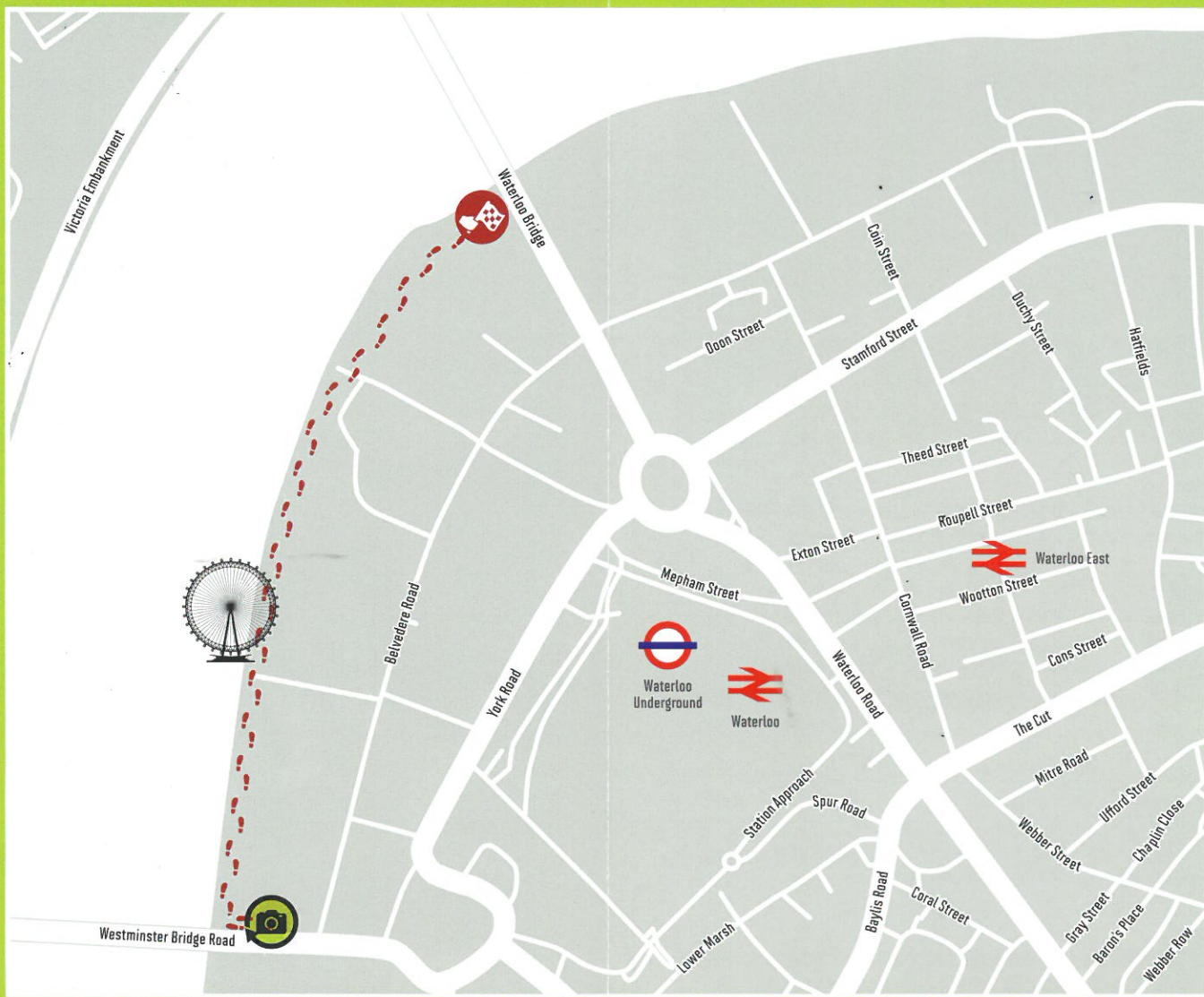
**HINTS & TIPS**

- Keep hydrated!
- Pace yourself if you intend doing the whole event.
- Buddy up if you intend venturing away from busy areas, especially at night. Check out the buddy board at Photo 24 HQ.
- The Night Tube only runs on Central, Jubilee, Northern (not City Branch), Piccadilly and Victoria lines.



# SOUTH BANK WALK

**Start point** King George V Room, Photo 24 HQ  
**Start times** Friday 5pm, 6pm, 7pm, 8pm  
**Duration** 1 hour  
**End point** Waterloo Bridge  
**Distance** 0.85km



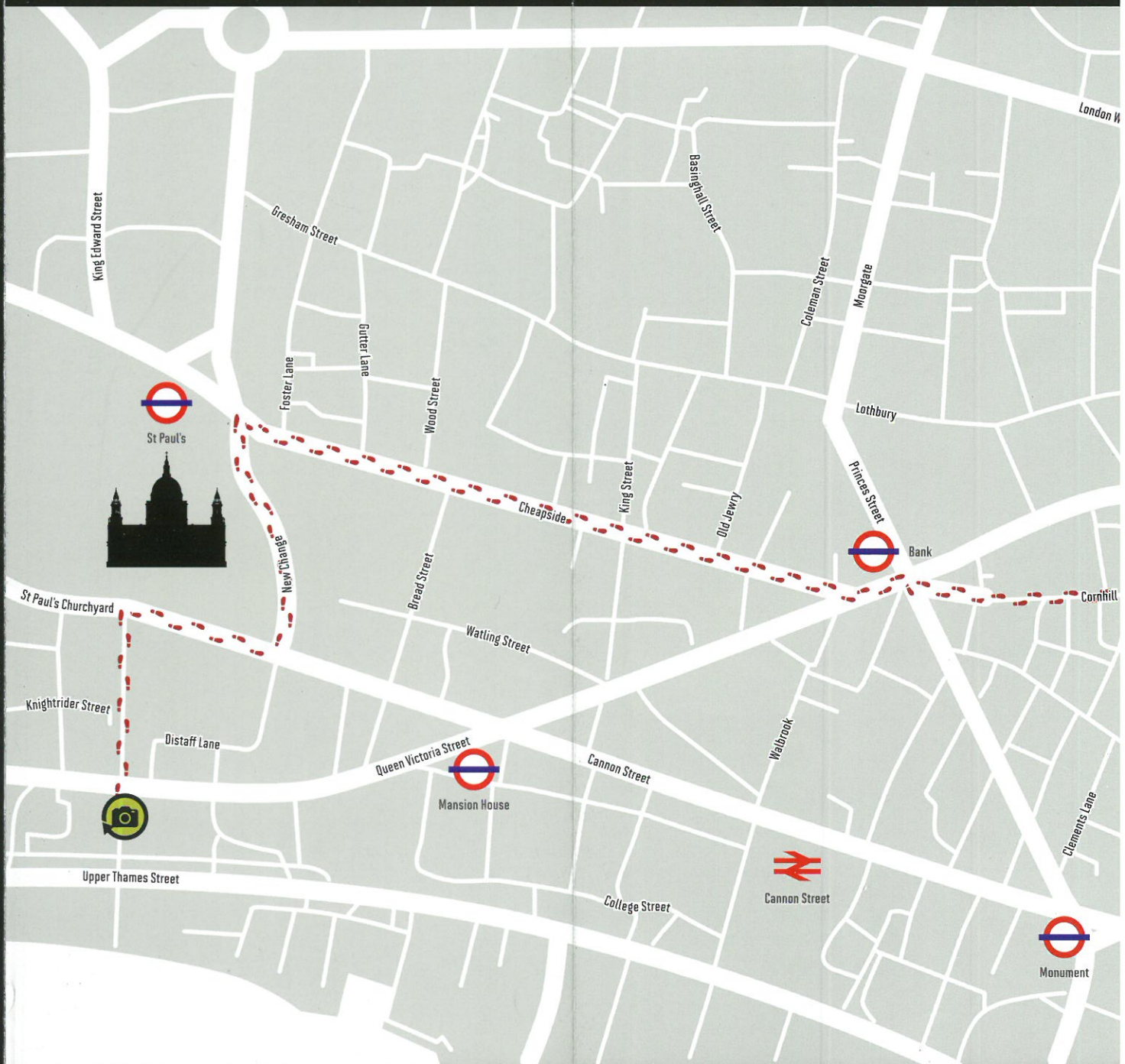
# WHERE'S THE SHARD WALK

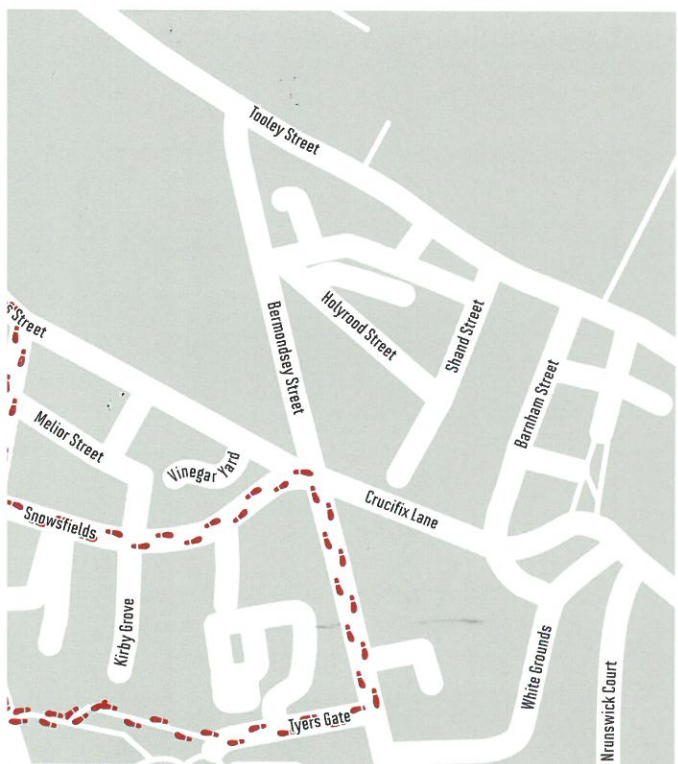
**Start point** London Bridge Street  
**Start time** Saturday 9am, noon  
**Duration** 1½ hours  
**End point** St Thomas Street  
**Distance** 1.6km



# NIGHT WALK

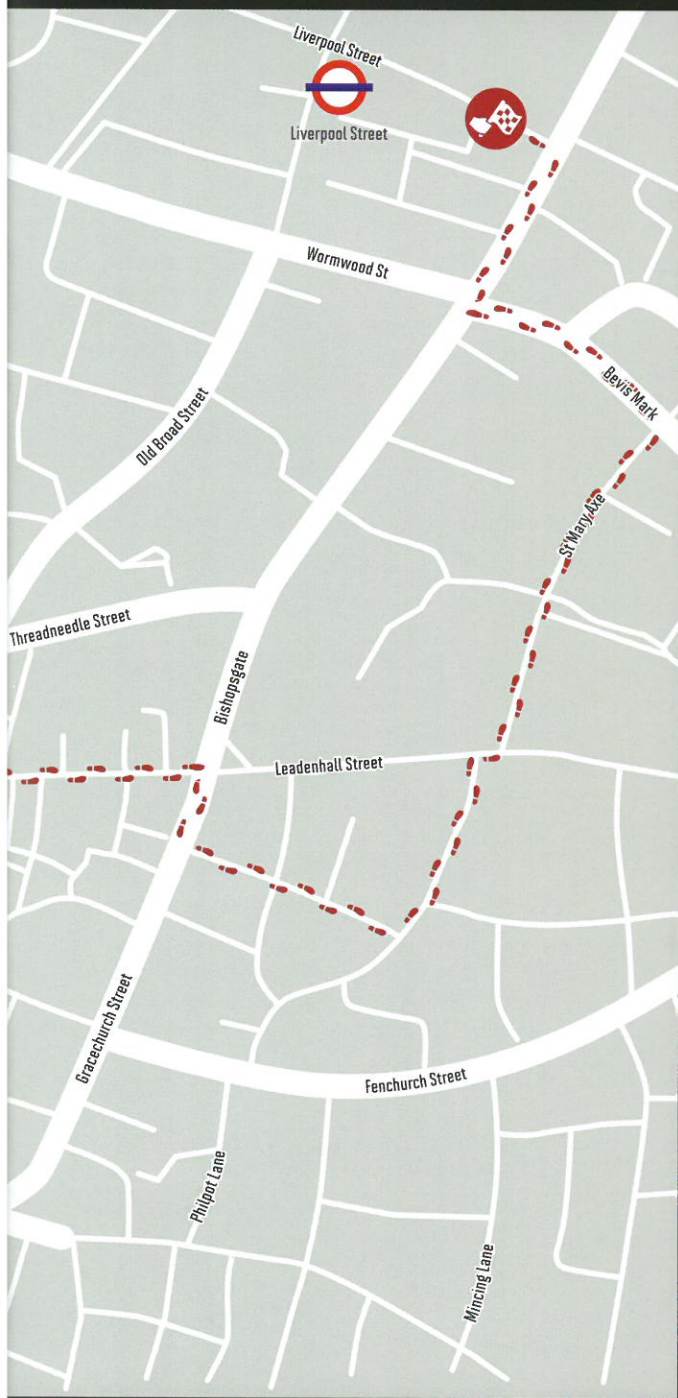
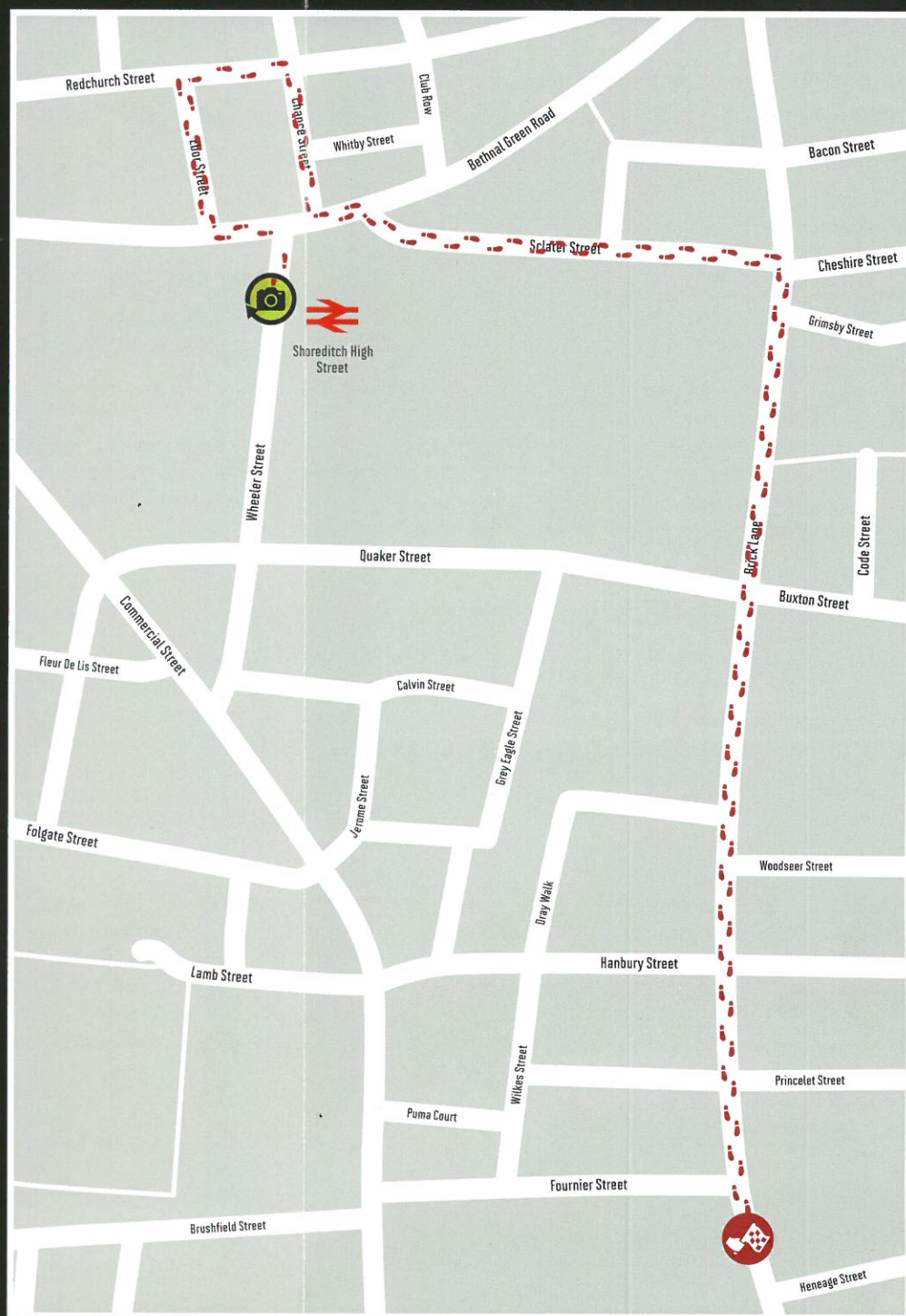
**Start point** Corner of Peter's Hill/Queen Victoria Street, the north side of the Millennium Bridge  
**Start time** Midnight  
**Duration** 2 hours  
**End point** Liverpool Street Station  
**Distance** 2.3km





# STREET ART WALK

**Start point** Outside Shoreditch High Street Overground station  
**Start times** Saturday 9am, noon  
**Duration** 1½ hours  
**End point** Brick Lane  
**Distance** 1.2km



## COMPETITION



# SHOOT TO WIN

WE HAVE THREE COMPETITIONS FOR YOU TO SHOOT AS YOU ENJOY PHOTO 24, WITH THE WINNER OF EACH WINNING FUJIFILM CAMERA EQUIPMENT OF THEIR CHOICE TO THE VALUE OF £1500

The winner of each category can choose Fujifilm camera equipment to the value of £1500. Full entry details will be emailed to all participants who register on the day, and entries must be taken during this year's Photo 24. Photography News reserves the right to examine original Raw/JPEG files before announcing the results and judging will be done by the Photography News and Fujifilm teams.



### Best Street Image

This is essentially for your best people (posed or candid) pictures where people are the main focus of the picture.



### Best London Scene

For overall street scenes (including where people are not the main subject), architecture, architectural detail, abstracts and of any subject that does not fit the Best Street Image competition.



### The Fujifilm Super 24 Challenge

From 4pm, Friday 29 June, until 2pm, Saturday 30 June, take part in the Challenge. Every hour, on the hour, a Facebook post will announce the theme for that hour. If you are not yet a member of our closed Facebook Photo 24 2018 group, you will need to join. Go to [facebook.com/groups/photo242018/](https://www.facebook.com/groups/photo242018/) How you interpret each theme is up to you and that is part of the challenge. So, for example, if one of the themes was to be The World Cup, you could shoot a flag, a football, a fan, poster, a TV screen showing a match and so on. You are only limited by your imagination. To enter, all you have to do is comment on the post and upload your image/s. The spirit of the contest means you should shoot and enter your image within that hour, but the Fujifilm Super 24 Challenge runs throughout Photo 24 so just find the correct post to enter your image. You can shoot and edit pictures on your phone, tablet or your camera if you have Wi-Fi/Bluetooth to upload your images. Only images uploaded to this Photo 24 2018 group will be judged, and the winner of the best image uploaded during the entire Fujifilm Super 24 Challenge, judged by Photography News and Fujifilm, will win £1500 of Fujifilm camera equipment of their choice. The winner will be announced at the closing event at 3pm, Saturday 30 June – you do not have to be present to win.



Start point



End point

# INTRODUCTORY WEST END WALK

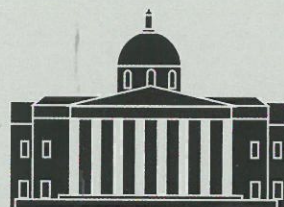
**Start point** In the foyer outside the National Portrait Gallery Lecture Theatre

**Start time** After the briefing

**Duration** 1 hour

**End point** Covent Garden

**Distance** 1.3km



Charing Cross Underground

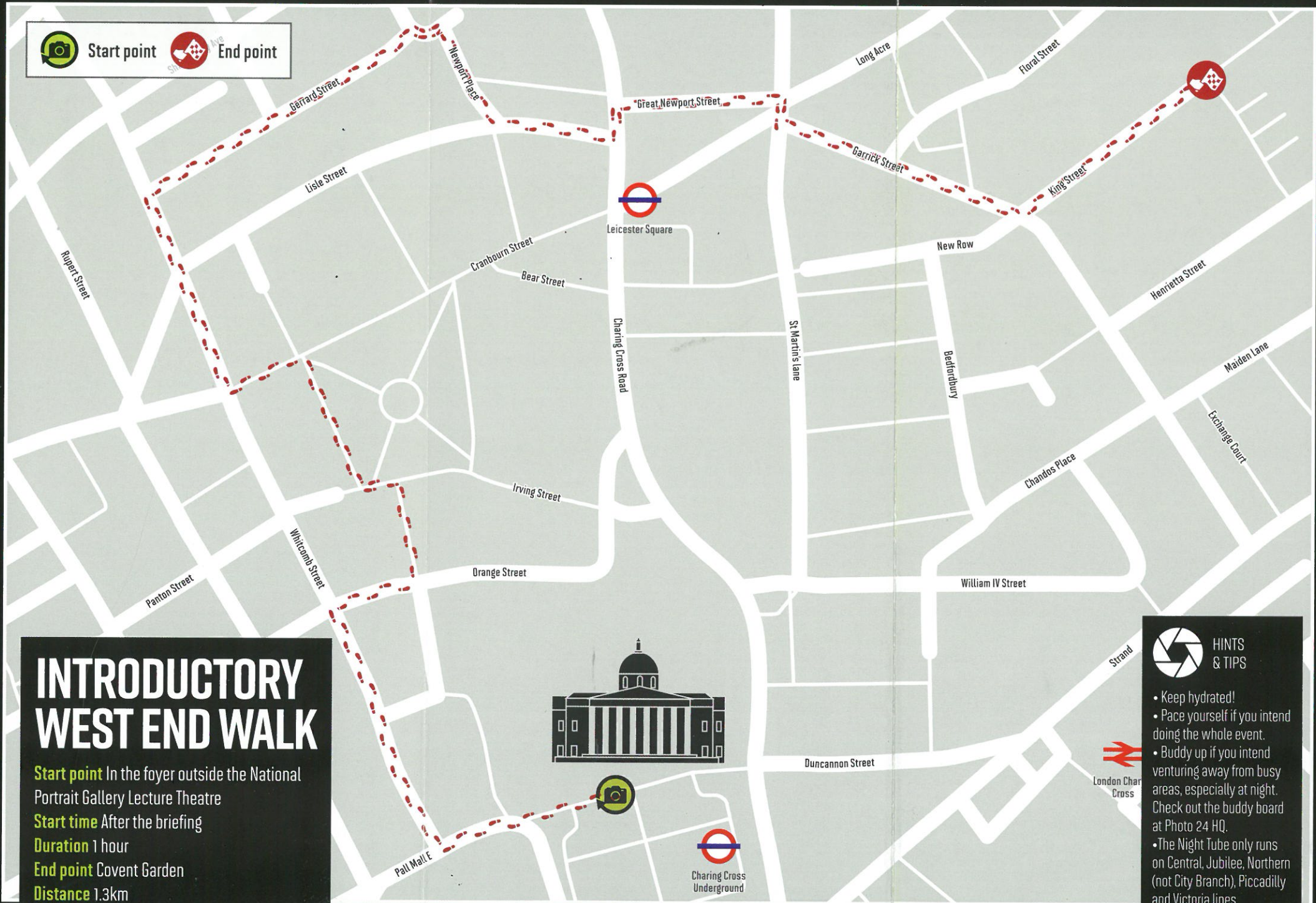


HINTS & TIPS

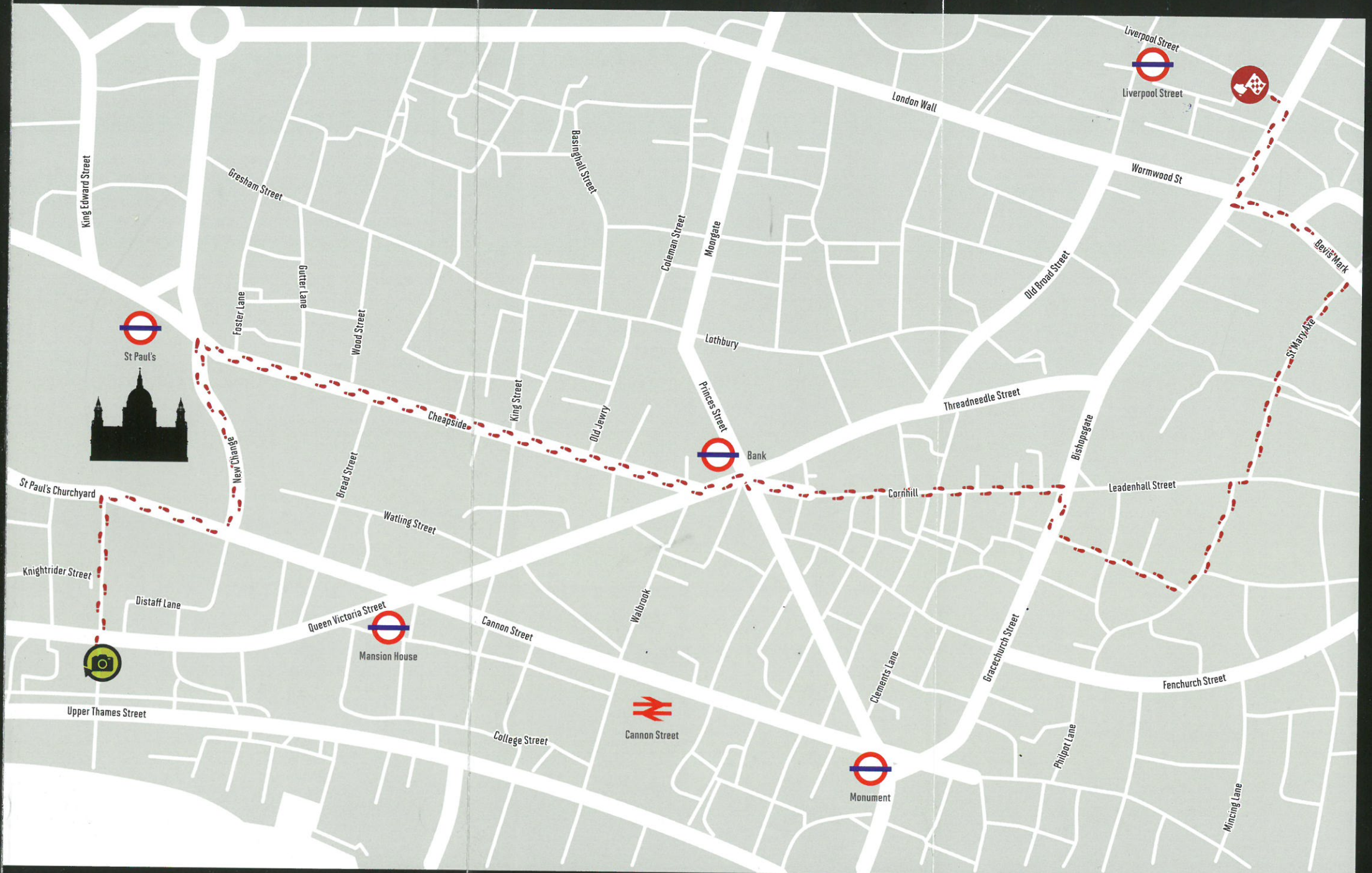
- Keep hydrated!
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- Buddy up if you intend venturing away from busy areas, especially at night. Check out the buddy board at Photo 24 HQ.
- The Night Tube only runs on Central, Jubilee, Northern (not City Branch), Piccadilly and Victoria lines.



London Charing Cross



Victoria Street, the north



# WALK



# WHERE'S THE SHARD WALK

**Start point** London Bridge Street

**Start time** Saturday 9am, noon

**Duration** 1½ hours

**End point** St Thomas Street

**Distance** 1.6km

