



Dear STC Participant,

To maximize your educational experience in an exciting and professional manner, here are a few suggestions we present to you along with a copy of the schedule for the June 4th and June 5th events. Saturday morning begins with registration from 9am to 10am in The Cohiva Ballroom at The Tropicana Hotel & Casino. We ask that you arrive early in order to have the registration completed before our 10 am startup. There you will receive two forms; the first is a questionnaire to allow us to get better acquainted with you, while the second lists our rules of etiquette that are to be followed by those attending our workshops. As these are professional programs, we expect everyone to act in accordance with our guidelines and have them govern your conduct throughout the weekend. Once you've completed the aforementioned forms, we ask that you hand them over to our ambassadors who will collect them before the program begins at 10 am.

(We suggest that you print the schedule below to bring with you to the seminar/workshop)

The STC Staff

STC PROGRAM & SCHEDULE - LAS VEGAS TROPICANA / NIKKI BEACH, JUNE 4 / 5, 2011

SATURDAY

09:00 - 10:00 **Registration**

10:00 - 11:00 Keynote speaker: **Gary Cole** - Director of Photography - Playboy Magazine

11:00 - 11:30 **Intro / Slideshow - David** - His journey began as a self-taught photographer from a small town in Texas to a staff photographer at Playboy Magazine, and currently shooting for various clients in fashion and beauty around the world. This transition will be illustrated by an exclusive slideshow of some of his most renowned images, along with behind the scenes commentary. An in-depth explanation of his working philosophy, from location scouting and lighting solutions to model selection and creating a working rapport. He will then open up the floor to a Q&A to address any further inquiries you may have.

11:30- 12:00 **Intro / Slideshow - Jarmo** - He will describe his transference from in front of the camera to behind the lens as one of the industry's most renown photographers. The keys to his success, from both the technical side to the business of the industry will be explained in an inspiring lecture. A slideshow of his most famous images from fashion and glamour to fine art will be accompanied by an explanation of how they came to print in top selling magazines and the most respected fine art galleries in the world. He will explain how to get the most working with both professional and first time models everywhere from your back yard to exotic locations across the globe.

12:00 - 12:30 **Intro / Slideshow - Arny** - From the first frame to his 150th Centerfold; You'll learn how the man of myths became the legend he is today. Arny's lecture will be centered around his philosophy of "painting with light," taking the lessons he learned from the master painters of the Renaissance and applying it to photography. Having utilized over a hundred lights in the creation of a single photograph, he will explain how you can create a stunning image with just three lights while adding a dozen or more and still maintain the dark, moody, and sexy aesthetic his images are known for. His slideshow will feature works that best demonstrate these principles along with a lecture that will explain how to exercise his mantra "It's all about control."

12:30 - 01:30 Lunch break



Introduction of our Playboy Centerfold Models that you will be photographing:

1. **Ashley Hobbs** - Miss December 2010
2. **Kassie Lyn Logsdon** - Miss May 2010
3. **Shanna Marie McLaughlin** - Miss July 2010

LIGHTING AND POSING DEMONSTRATION: DAVID, JARMO AND ARNY

After the introduction of the Playmate models you will be photographing on Sunday: Arny, David and Jarmo will explain their lighting solutions, light-by-light, on a professionally designed set.

- 01:30 - 03:30 **Lecture by David** - (Indoor Set/Outdoor at Nikki Beach Pool - weather permitting) In addition to demonstrating his studio techniques, David will also demonstrate how to work with available light at the Nikki Beach Pool. By controlling the sun with scrims, reflectors, and adding strobe light from portable power packs, David will teach you how to blend and balance these elements to create the rich, saturate color photographs seen in many of today's fashion ads and maximize your outdoor shoots. Other topics of discussion will be his methods for selecting locations, models, wardrobe and styling to create images with true impact.
- 03:30 - 05:30 **Lecture by Jarmo** - (Indoor Set) Jarmo's set will demonstrate light-by-light how to create his signature glamour aesthetic starting with 3 and adding up to 9 strobe lights; Then, by modifying their positioning and intensity he will create his preferred fashion look. This two-in-one workshop will teach you how to maximize your results on set, allowing you to deliver your clients a variety of styles in a single shoot. He will also reveal the keys to his success from crucial pre-production decisions and having a good working relationship with your crew, to coping with issues that arise on set so that you still can deliver top results while staying on time and budget.
- 05:30 - 07:30 **Lecture by Arny** - Arny will be teaching his famous studio lighting techniques utilizing anywhere between 12 and 15 lights. Starting with a single key-light, additional lights will be added one at a time to show their effect with an explanation as to why each decision was made. He will show you his proven techniques for getting the most tantalizing facial expressions and poses from a model who has little to no experience, as well as how to hide or accent areas of the body to capture her most dynamic assets. Arny will then demonstrate how to shoot the famous overhead-down shot, as seen on the Girls Next Door cover in the November 2005 edition of Playboy Magazine.
- 09:00 - until! **Red Carpet VIP Event at Club Nikki with Playboy Playmate Tamara Sky (The Hottest DJ on the Planet)**

SUNDAY

- 09:00 - 09:30 Meeting in the Cohiva Ballroom
- 09:30 - 12:20 Workshop Session 1 - You will shoot a Playboy Playmate with personal, one-on-one direction from Arny, David, and Jarmo.
- 12:30 - 01:30 Lunch - Product demonstrations by our sponsors.
- 01:30 - 04:20 Workshop Session 2 - You will shoot a Playboy Playmate with personal, one-on-one direction from Arny, David, and Jarmo.
- 04:30 - 07:20 Workshop Session 3 - You will shoot a Playboy Playmate with personal, one-on-one direction from Arny, David, and Jarmo.

CENTERFOLD PHOTOGRAPHY SEMINAR & WORKSHOP

THE ULTIMATE EDUCATIONAL EXPERIENCE



07:30 - 08:00

Grand Prize Drawing provided by our sponsors & closing remarks! The farewell being a photo-opportunity with Arny, David, Jarmo, and the Playmates.

Photography Workshops: Three groups will alternate in 3-hour sessions between Arny, Jarmo, and David's photo-sets. During each breakout session, each attendee will have the opportunity to photograph the Playmate on each set under the direct instruction and guidance of Arny, David, and Jarmo.

During Sunday's program we have created a very special opportunity for our attendee's learn even more while attending our STC workshop:

Gary Cole - Director of Photography - Playboy Magazine for over 30 years: During our three break-out sessions while participant photography ensues, groups of attendees will have the unique privilege to have their portfolio's evaluated and receive one-on-one feedback from this legendary figure in Playboy history. Mr. Cole has been named twice in American Photo's list of the 100 Most Important People in Photography. This once in a lifetime opportunity has never been offered before.

You will also have the opportunity to interview Playmate Angela Melini for a Q&A concerning the business of being a Playmate and how to approach models in regards to shooting with them. You will also have the opportunity to photograph a beautiful Shoot The Centerfold model in a headshot setup, giving you an additional chance to hone your skills and take home a stunning image to add to your portfolio. These additions to our curriculum will allow participants to always be learning while awaiting their turn to photograph our Playmates on set.

We are looking forward to seeing you for our exiting Seminar / Workshop in Las Vegas.

Arny, Jarmo and David

SHOOT THE CENTERFOLD

CENTERFOLD

PHOTOGRAPHY
SEMINAR & WORKSHOP



3 Legendary Photographers
Playboy Centerfold models
Studio lighting setups

APPEARING IN
LAS VEGAS

TROPICANA HOTEL & NIKKI BEACH

ARNY FREYTAG JARMO POHJANIEMI DAVID MECHEY

JUNE 04-05 2011

www.ShootTheCenterfold.com



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