

DR. DAN

Shoot The Centerfold Publishing will produce Dr. Dan's own digital lighting guide about the shoot with education in mind. To top things off, Dr. Dan gets to enjoy sales royalties from each item sold!

We are proud to share a stellar performance by photographer Dr. Dan on his smokin' hot "One-on-One" session with Shoot The Centerfold and fashion model Brittany Oldehoff. Brittany is known for her appearances on Heidi Klum's hit TV show "Runway" and recent cover shoot for GQ magazine. We at STC feel like we have a winner and not only were we stunned by the shoot results, but NEXT, Brittany's modeling agency, would also like to use some of the images and Fashion

One TV Network, which is shown in 127 countries, has committed to run the series as well. Oh, and if that wasn't already enough, Shoot The Centerfold Publishing will produce Dr. Dan's own digital book about the shoot, keeping education in mind. To top things off, Dr. Dan gets to enjoy sales royalties from each item sold!

STC: Dr. Dan, this truly was a perfect, world-class modeling shoot with stellar results.

Dr. Dan OneonOne

with

Shoot The Centerfold

Photography: **DR. DAN**
Art Director: **JARMO POHJANIEMI**
Makeup & Hair: **MARY ALEJO**
Model: **BRITTANY OLDEHOFF**

Dr. Dan: Thank you. I had a terrific time! I also learned a lot of new things as well.

STC: Our model Brittany Oldehoff delivered her best look and showed us all her professionalism in front of the camera. How did you feel about her performance compared to other models you have photographed before?

ONE ON ONE





Dr. Dan: In business, it is business, location, business! In the photography it is model, model, model! You can have the perfect lighting the perfect crew and it won't matter if you have a mediocre model. I have photographed too many models and this shoot was an eye opener like no other, the day becomes exhausting and painful unless you aim high. Nothing but the very best will do and this is exactly what I got from this One-on-One session with Jarmo. As Steve Wayda told me, shooting a model is like a dance, if your model has to left feet you both go home with sore toes. Britney Oldehoff was great, knew her craft well had the look and ability to turn on the attitude we asked her to have. I only had to give her simple one word

Shoot The Centerfold Publishing is proud to announce it is producing Dr. Dan's own digital lighting guide taken from the shoot. Dr. Dan gets to enjoy sales royalties from each item sold!



directions and she delivered! So the dance was smooth and effortless to be remembered.

STC: While she was getting her makeup and hair done, you and Jarmo spent lots of time fine-tuning our shooting plan and elevating our expectations to a whole new level. Was this new to you and what did you learn?

Dr. Dan: I have been at this for a long time so some of the technical things that learned were very valuable. The biggest thing was solidifying the idea of moving around while

your shooting the set and taking couple of steps to the right or left can give you an entirely different image. It's not always the experience game as much the knowledge to top everything.

STC: Brittany is a very talented model who delivers a punch to both glamour and fashion photoshoots. Her delivery rate and rhythm were well timed with your camera clicks. It seemed like a dance with the perfect date. It was a pleasure to see from a third perspective the harmonic sync between two professionals who got lost in the zone. (This applies more to Dr. Dan than the model.)

It felt like a Dallas Cowboys lineman got me by surprise, but hey, nothing like a secure photographer with a mission for that touchdown when the stars align!

-Jarmo P.

Dr. Dan: LOL! I remember at the last set Jarmo was getting excited too and I physically pushed him out of the way to get the shot! It was a very cherished moment because I could "feel" I was in the moment and had to body check him to get out of my way. For a brief moment I almost felt bad but the smile on our faces and the images make it worthwhile!

STC: It felt like a Dallas Cowboy quarterback got me by surprise, but hey, nothing like a secure photographer with a mission for that home-run when stars lined up! In the end it was magical moment with beautiful sore blue mark on my upper thigh and everlasting image that nothing was coming between Dr.Dan and his vision.

STC: There were lots of little details that seemed new to you, including angles that are not always clear to many of us and unusual floor-level camera positioning that creates beautiful perspective and powerful visuals. Were your neck and back sore the next morning?

"I physically had to push him out of the way to get the shot! It was a very cherished moment because I could 'feel' I was in the moment and had to body check him to get out of my way."

-Dr. Dan

Dr.Dan. Yes, my neck was VERY sore! A few months to the shoot I was rear ended in a car accident my car was totaled and I sustained an injury of three bulged discs in my neck. Once I got into the zone it didnt matter too much but during a break my neck was was screaming! The images and experience made it worthwhile. I think this is what they call "Getting to the zone". I think photographers in general forget many valuable photography aspects that were put in use during this One-onOne session.

Everybody's got beauty! You just have to find it!

Jarmo Pohjaniemi



One of the important parts of the shoot was styling. We kept it simple (aka less is more) so that it fit the surroundings and believable for the viewer or a client.

STC: Our shooting location was selected to meet visually realistic challenges and benefits that today's top clients demand from their photographers. What was your opinion about the location?

Dr. Dan: OMG! The Temple House was fantastic! I got an opportunity to talk with the owner to express my personal thanks. Words can't describe it and you must see it yourself.

www.thetemplehouse.com

STC: One of the most important parts of the shoot was styling. We kept it simple (aka less is more) so that it fit the surroundings and believable for the viewer or a client. We pulled a ton of wardrobe and didn't cut corners, which is what you have to do if success is something you have in mind. You must always prepare and have more options to choose from in case the unexpected happens. In the end, we only ended up using a few selected pieces that supported the look we were going after. What were your thoughts and lessons learned from the pre-production and wardrobe?

Dr. Dan: A lot of shopping for the right shoes! Less is more! And I do want to remind everybody how important the wardrobe can be. Because in the end you are photographing something (if photographing a model) that clients will be looking ... And your ability how you portray possible product, in this case the



model and what she is wearing. This was something new for me in some ways to see how detailed this process was. Never relay that model will bring you the best and suitable wardrobe choices. But do respect the choices and her efforts which can make or break the end result. In this level of photography, there is no room for error and this has turned a new page in my photography career.

STC: What's your opinion about hair and make-up and what did you learn?

Dr. Dan: The biggest value to

having a professional MUA and hair is that they keep up with the latest trends and looks and can do just about anything that you throw at them. If you think it costs too much for a professional to be hired, wait until you hire an amateur! Everyone must start somewhere, hopefully with less mistakes than some others!

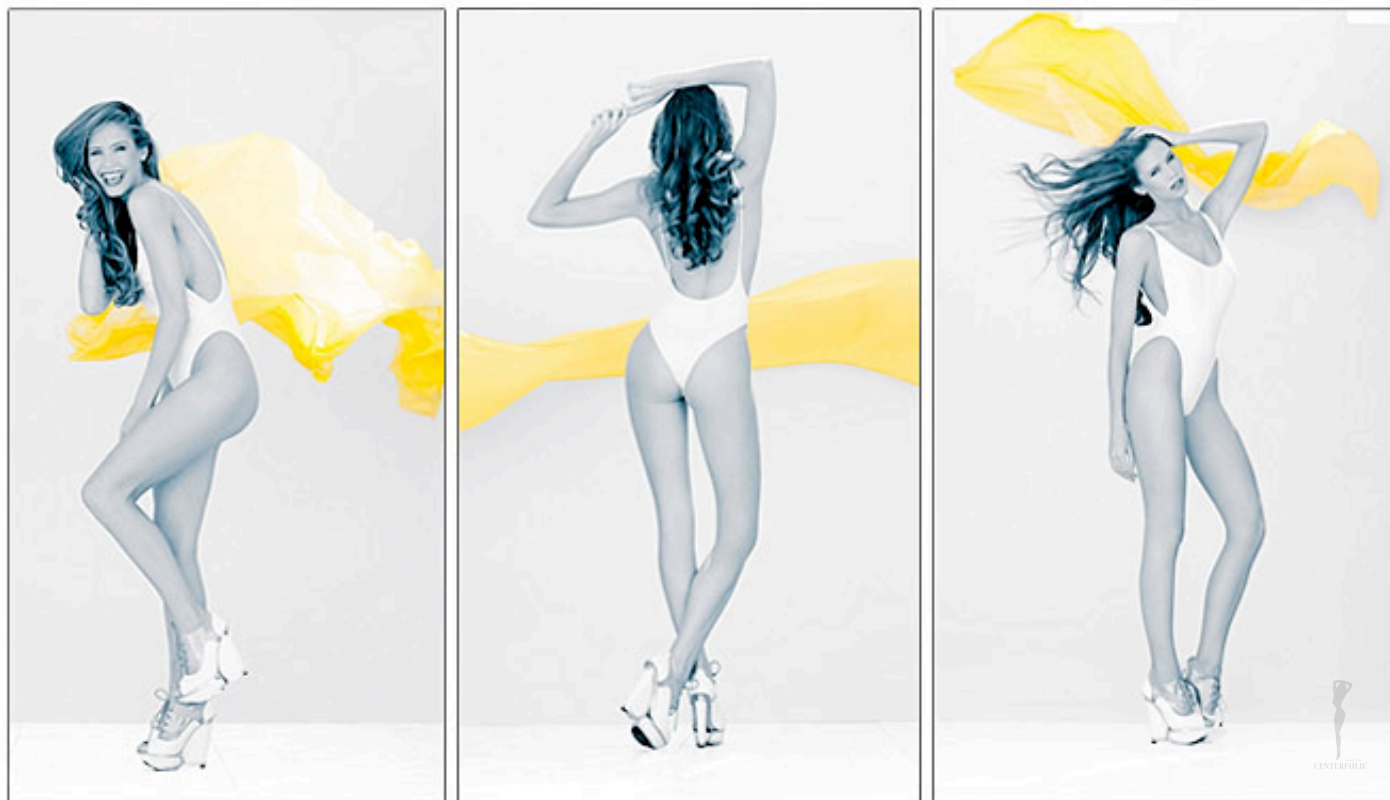
STC: In a heat of the moment there were few instances of what we call a "rushed" shooting rhythm, which may cause miscalculated captures and a loss of connection with the model. What exactly caused this in your opinion?

Dr. Dan: Aaahhh the heat of the moment...it so easy to get excited and your thumbs hit a button on the camera, or the auto focus doesn't grab fast enough. I miss the days of the film camera at times like these! Lets be honest! There is nothing wrong to be reminded time to time (In this case by Jarmo) to slow-down and take a deep breath for a better concentration. Jarmo set the records strait at the beginning of the day and said: I'm acting as your editor / instructor who demands 75% delivery rate from each scene photographed which then will be edited down to 25% final usable images. The pressure was on and I wanted the same treatment as he gets from world top editors himself. I was here to win!

STC: How important was it to have a crew helping you during this shoot?

Dr. Dan: We had two assistants, one hands-on, one digital tech assistant and Jarmo supervising everything. Having the right crew gave me an opportunity to focus on learning and concentrate on what I do very best. Having a crew who really can help you is a priceless. When you do get a real crew together, make sure to keep them happy at all costs, because without them you could easily lose track of what you should be doing. Imagine Daytona 500 without pit-crew! Because having a team that does everything and all you do is what you do very best ... Take photographs!

STC: Was all this lots of work and what should photographers do to better their skills?



Dr. Dan: The expression goes for musicians, "How do you get to the Met? Practice, lots and lots of practice". Then you need to seek out the proper training for the style of photography that you want learn. That means going to workshops like STC.

STC: You are no spring chicken. You have photographed many models in your photography career and your work speaks well for yourself. With lessons learned for STC's One-on-One, what are you going to do differently now?

Dr. Dan: Choose better models, make better styling choices and produce better images. There is so much to photography and wasted time. I wish STC would have already existed 15 years ago.

STC: In a few words, what was a specific area in which your photography improved during this session?

Dr. Dan: I expect to see a dramatic change in the look and feel of my images. I love my photos from past, but as Jarmo said it best, I need to make a choice if I want to make money with my photography! Not to forget my past, but to choose the path of future and give what clients really want. We tend to fall in love with our images without realizing the big business around us. I want to make a dent on just that and sell my images. This was a crash course of many things to look forward. Not only to produce great images, but to learn how to sell them.

STC: Was our chosen model Brittany fun and what you expected?

Dr. Dan: Yes! I met her at the STC event in Miami, at the auto museum, and had a chance to see her in action. She met and exceeded my expectations. Great attitude and professional! (I would like to adopt her).

"Choosing the right model and the correct wardrobe will give you better images."

-Dr. Dan

STC: As our expectations from STC's One-on-One session were very high and with Dr. Dan in the hot seat, we felt that his performance and vision opened in positive ways to improve his photography and better his business practices. After STC One-on-One sessions, we like to follow up with our students and make sure that lessons learned are being put to good use. A reminder, following and an evaluation of somebody's career is a two-way street. When we see advances in someone's career, we know we have done something good and productive.

"I love working with photographers who show their passion."

Brittany Oldehoff

Should you ever need root canals or your teeth fixed, Dr. Dan can help you to get that perfect smile! He's a dentist known for his big smile, but if you want to schedule an appointment, you'd better hurry - his recent success might have given him a few ideas about trading in his drill and chair and staying behind the camera for good.



A word from our model Brittany Oldehoff...

This was a great and fun experience for me. I see lots of photographers all over the industry, from glam and fashion to editorial and advertisement. I am truly honored to have now participated in two separate Shoot The Centerfold venues, and I must admit that I also learned a lot, which I will use to further my career.

Nobody is ever too wise or experienced, and as we approach new frontiers and explore the future, learn from those who have created the path for us to build our own foundation, and make your own mark in history. I see many photographers living the illusion and success without industry echo and the same goes for models as well.

To become successful in anything you do, especially in modeling and photography, you need more than a pair of heels or a camera with a few lenses. You need to dedicate and educate yourself before you can walk the runway or take that photograph that will impress me and the industry that I work for.

My personal experience and guidance comes from many different founders of the modeling industry, which I still visit from time to time to regain the respect and wisdom given to me. I often look back, only to realize how inexperienced I once was when I see new models walking the same path of mistakes I made. I also see the same pattern with photographers, you don't have to be the best photographer in the world to get my attention! You need to be honest about yourself and willing to learn, just like Dr. Dan did and I am pleased to pose for his camera, any day.



Photography: Dr. Dan



ONE ON ONE

SHOOT THE CENTERFOLD

ONE ON ONE



"Are you ready?"
Learn photography, lighting
and posing techniques from
the very best!"

Mark Marher - Director
Hensel USA.

www.ShootTheCenterfold.com

