

FUJI LOVE



ALL THINGS FUJI X

March 2018

Female vs Male Vision

by Bobbi Lane

VICTORIA WRIGHT
MARIA SAHAI
CHIO FERNÁNDEZ
ELENA GIVONE
KAREN HUTTON
JENNIFER TONETTI SPELLMAN
STEPHANIE BAXTER



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USING
THE
FUJIFILM GFX
TO CAPTURE
THE **ART** OF
LIGHTNESS

Elena Givone

The new Fujifilm GFX 50S medium format camera system was chosen by Elena Givone, Italian X-Photographer, to capture the lightness, care, love and beauty of newborn babies for her artistic project 'Profumo di Vita' ('Scent of Life') in the neonatal Hospital Sant'Anna in Torino, Italy.

"Childhood is the ground on which we will walk all our lives." - Lya Luft



Clelia, Italy
X-Pro2 + XF16-55mmF2.8 at f/2.8,
1/125 sec, ISO 800

In November 2017, I started my artistic project 'Scent of Life #inchildsrights'. The goal of the project was to depict the newborn baby as a representation of essence and poetry of life that has to be protected, respected and loved. The project also gave life to an exhibition, a multisensory installation that is now being shown in Italy.

The artistic-social project 'Scent of Life', in collaboration with Legal@arte, aims to create a moment of reflection and deepening of understanding of the hidden phenomenon of 'assisted violence' of minors, in order to understand the consequences that children, who are unarmed spectators, can suffer – a social problem that everyone must invest in.

It is an argument that is, unfortunately, always relevant. According to the 'World report on violence and health' issued by the World Health Organization (WHO), 90% of domestic attacks suffered by women occur in the presence of children. To tackle the theme, I chose the genre of newborn photography, reinterpreting it according to my artistic vision, and focusing on the aspect of protection and care for the newborn, making parents additional subjects with the presence of their hands and their love.

The photos were taken in the very first days of the child's life in order to better grasp a magical and unrepeatable moment: the deep sleep of the

newborns and the classic poses assumed in the mother's womb.

Starting from the images of childhood, the exhibition, curated by Roberta Di Chiara, guides the visitor through a special, empathetic and multisensory path, infused with the fragrance created for 'Scent of Life' by Diletta Tonatto. Through the fragrance, the audience is led back to that special newborn smell that creates a unique link between parent and child, merged also with the notes of the musician Stefano Cannone, a soft mixture of music and white noise, much like the baby would experience inside the womb.

Rita, India

GFX 50S + GF32-64mmF4 at f/4, 1/125 sec, ISO 500





Martino, Italy

GFX 50S + GF63mmF2.8 at f/2.8, 1/125 sec, ISO 40

In contrast to the idea of care and protection, a video including actress Elena Ruzza, taken from the experience of psychotherapist Katia Ferraguzzi, will place the visitor in front of an often invisible reality of babies being the victims of assisted violence.

The images I took have been made into a calendar created to raise funds for the psychotherapeutic support for victims of assisted violence, something which is often not provided.

The photographs were taken at Sant'Anna

Hospital, one of the biggest in Europe, in the University Department of Obstetrics, with the support of the foundation Medicina a Misura di Donna, a special partner that assigns a cultural passport to every newborn in the hospital of Turin, giving the family free admission to many local museums. This generous gift comes from the principle that art can be transformed into a powerful resource of wellbeing and creative empowerment, from the first years of life, which can aid the development of personality.



Aurora, Italy
GFX 50S + GF32-64mmF4 at f/4, 1/125 sec, ISO 400

For this project, I chose to work with GFX 50S because, while being a large mirrorless camera, it manages to give the images a look of lightness and care, the same theme that I sought to capture throughout the project. Furthermore, I chose to work with GFX 50S because I'm used to the best in term of quality and detail for my artistic projects that catch the different nuances of life.

For my past artistic endeavours, I was used to working with medium and large format analog cameras. Since then, technology has changed and when first I encountered the Fujifilm X Series, I fell in love with the cameras. I found them to be practical, light, of excellent quality and extremely beautiful.

Ambra, Italy

GFX 50S + GF32-64mmF4 at f/4, 1/125 sec, ISO 400





Nicola, Romania

GFX 50S + GF32-64mmF4 at f/4, 1/160 sec, ISO 500

Using the GFX 50S, I was able to rediscover the light weight of a mirrorless camera and the unlimited quality of the medium format combined. The quality of the lenses, alongside the incredible dynamic range of the camera, delivers beautiful images, particularly when printed in large sizes on fine art papers.

Since I started shooting with Fujifilm cameras, I've been always super happy with the results. Then, when I started to photograph with the GFX with the GF32-64mmF4 and the GF63mmF2.8, I discovered a whole new world, made of unexpected details and colours. The softness of the bokeh that the camera and lenses render is perfect for newborn photography, giving the opportunity to see things that are not visible at first sight.



Camilla & Arianna, Italy
GFX 50S + GF32-64mmF4 at f/5.6, 1/160 sec, ISO 800

Making newborn photography means having to control many aspects at the same time. The first of these, and clearly the most important, is the safety of the baby. For this project, I set up a small photographic studio in the hospital, created specifically to accommodate infants of just a few hours old. Photographing at a constant temperature of 28°, in a small environment and in a place where routine does not exist was a challenge, but interacting with parents, full of new and unrepeatable emotions was the greatest privilege, and one that was celebrated with an equally wonderful camera.

For this project, my lighting setup consisted of a big LED that I could control around 200 watts with a big diffuser, which is the maximum equivalent of 2000 watts on a standard tungsten light. In this way, I could perfectly control the lighting in order to simulate natural light.

As such, I was usually able to set up my camera consistently at f/2.8, 1/125 sec, ISO 400, in order to give a beautiful, soft feeling yet full of details, and at the same time the freedom to use the camera handheld.



Hero, Nigeria
GFX 50S + GF63mmF2.8 at f/2.8, 1/125 sec, ISO 400

Ecaterina, Romania
GFX 50S + GF32-64mmF4 at f/5, 1/125 sec, ISO 800





Ludovica, Bali & Italy
GFX 50S + GF63mmF2.8 at f/2.8, 1/125 sec, ISO 400

When taking newborn photographs there are many aspects to consider before starting shooting. Communication with parents is the first and most important step; parents, especially when they are still in the hospital, can be very fragile. Mums are like heroes in my mind and they need to know exactly what will happen to be able to trust you. You also, of course, must be able to handle the baby in the safest way. The thing that parents will always remember of you is the love and care you gave to their children in that special and unique moment.

Babies are not easy to handle or photograph (especially when they are newborn) and, of course, they are not like the dolls that they look like in our photographs! That's why newborn photographers must study a lot before starting. The good news is that the training will never end as there is always something new to learn! I've been lucky to learn the tricks of the trade from one of the best newborn photographers, Kelly Brown, but I'm truly learning something new every day.

William, Italy
GFX 50S + GF63mmF2.8 at f/4, 1/125 sec, ISO 400



During this project, there were many challenges. Some days, for example, I ended up photographing seven newborn babies – that's a lot! Sometimes the parents were stressed, which ended up being transferred to their babies, although part of a photographer's job is to try to anticipate and control all those aspects before we start shooting. After explaining the particular pose to the parents, the next step was to make them all comfortable

and to help the baby to fall asleep. That's why the temperature was always around 28°, and the environment had to be quiet and surrounded by white noise that helped to make the baby feel very calm. The baby was then posed on a rounded beanbag especially made for this kind of photography, the poses being prechosen in advance by myself when thinking about how best to create the project.



Adem & Abdul, Iraq
GFX 50S + GF32-64mmF4 at f/4, 1/160 sec, ISO 500

The GFX 50S gave me the opportunity to use touchscreen focus, which proved itself invaluable for some poses. That, along with the tilting screen, gave me the opportunity to control my point of view exactly. This camera was very natural for me to use and I feel it offers the same maneuverability of a mirrorless with the best quality of a medium format. This camera is my new FujiLove!



Alessandra, Peru
GFX 50S + GF63mmF2.8 at f/2.8, 1/125 sec, ISO 400

ELENA GIVONE

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