



## **S.E.A. VIEWS & NEWS: Jan/Feb 2009**



So here we are in 2009, and the news is full of doom and gloom. By contrast, it's as cheery as always here at S.E.A. and we hope you enjoy our regular snippets of information, hints and updates. Keep smiling!

### **UP, UP & AWAY**

#### **A brief history of aerial photography**

It's fascinating (and ever so slightly worrying) to see your own house on Google Earth, as photographed by a satellite. But how did aerial photography all begin?

#### **1800s**

The first aerial photo was taken in 1868 by the French balloonist Gaspard Felix Tournachon, known as Nadar. Unfortunately, the photos he took of the village of Petit Bicetre were lost. The oldest surviving aerial photo is of Boston, and was taken in 1860 by Americans James Black and Samuel King from a height of 630m. By the end of the 1890s, panoramic photos as large as 1350mm x 2400mm were being taken from kites, by photographers such as GR Lawrence.

#### **1900s**

In 1912, Alfred Maul used a rocket-propelled aerial camera to take a photo from 800m high. During WW1, British, French and German planes were equipped with reconnaissance cameras. Fighter pilots also had aerial cameras integrated into their cockpits to view the ground beneath them and improve the accuracy of their bombing campaigns. After WW2, the RAF compiled an aerial survey of the UK comprising over 5000,000 black-and-white photos taken by reconnaissance aircraft. With the advent of colour photography in the mid-20th century, the quality and demand for aerial photos continued to grow, and private air survey companies began to emerge.

#### **2000s**

With current technology, photographers can take digital pictures remotely from a 'pole' attached to a truck, and every millimetre of the earth's surface can now be viewed from above, in ever more detail. Please contact us for more information about using aerial photos as gifts, prints or jigsaws.

*Continued...*

## STUDIO NEWS

### What the S.E.A. team has been up to lately

Charlotte regularly takes our portable studio to nurseries, to shoot portraits on schooldays or family photos on Saturdays. We even include staff photos FREE if taken on the same day. Our ordering process is quick and easy, with minimal admin for the nursery. Charlotte is CRB-checked, excellent with children and looking to do more nursery photography. So who do you know who has a child at a local nursery? Please recommend us or let us know who to speak to.

Meanwhile, Simon has been mostly photographing shampoo. He's also the one with the least hair (as shown in the picture at the top of this newsletter). These two facts are not connected.

Our Nigel, as always, has been taking fine photos for the UK media.

And Dylan the dog has been doing a great job as our receptionist, meeting and greeting visitors to our South Croydon studio. He looks forward to saying hello and wagging his tail at you too. Just pop in anytime during office hours (except Mondays).

## CASE STUDY

### What our clients say

*"An excellent service and the children enjoyed having their photograph taken. Will be booking again!"*

**Michelle, 1st Steps Nursery**



## OFFER OF THE MONTH

### Coffee break portraits from only £75

People seem to be doing more marketing at the moment rather than less. And if you want to stand out from the crowd, image is all-important. In the same time it takes to have a coffee break, you could have a professional corporate portrait taken to enhance your website and print marketing. Please contact Charlotte on 020 8681 7070 and quote "NEWSLETTER OFFER" to book a sitting.

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S.E.A. Photography Team

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