



Masterclass Portraits

Sep 10, 2019 | Christina Nwabugo

On a hot Sunday back in June, we welcomed 12 up-and-coming photographers and filmmakers to a [location studio](#) in east London to create imagery for Getty Images for the first time. The shoot day focused on depicting a broader view of aging – with 6 models ranging in ages from 50 to 85 and all from different cultures around the world. Upon arrival, photographers were split into small teams to encourage collaboration and creativity in planning their approach. The teams were briefed before their timed sessions – and we worked closely with them to craft their moments with an emphasis on how to convey concepts like connection, care, and belonging.

We are always looking to source new talent as it provides our content with fresh perspectives and unrivaled variety. This event was an inspirational day and sparked an ongoing conversation about crafting authentic moments, photographic techniques, inclusive casting and creating imagery that resonates with commercial customers.