

# Action Surf Photography in Rincon

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**March 6 – March 14 (IPD-3292-A)**

2 studio credits

Renowned as one of the world's premier surf photographers, Art Brewer will lead this specially designed workshop focused on action surf photography. This intensive eight-day course is not only a unique opportunity to learn the technical skills and equipment necessary to shoot surfing and other water related sports, but also a rare opportunity to become immersed in the surf culture of Rincon — Puerto Rico's "Hawaii of the Atlantic".

The genre of action photography requires a specific set of skills and knowledge combined with the right equipment. Here you will gain knowledge of what equipment to use for the right job covering everything from in-water camera housings and extreme fish-eye views to normal and telephoto lenses and on-location strobe lighting. We will explore which cameras work best in and out of the water for action, flash photography with water housings and remote flash photography. We will also discuss proper equipment maintenance and how to prevent leaks to keep your gear safe and dry.

Throughout this rigorous course students will have the opportunity to photograph professional surfers in action from both land and water. Here you will learn various techniques including tricks of panning with an auto focus lens to keep action sharp and shooting with the use of boogie boards, boats and/or jet skis as assists. There will be an emphasis on water safety and etiquette while at the same time learning how to read and anticipate both style and movement and ultimately, to capture peak action! You will also be taught how to read the weather, surf, and tides and to predict swell activity.

And when the surf is not being cooperative, we will delve into location portraiture and fashion as it relates to surf culture. Using both natural, reflected and strobe lighting techniques we will photograph "real people" from the local surfing community at prime locations. The goal is to bring out the true characters that surfers really are and within a natural setting. In addition, we will engage beach lifestyle, fashion and swimsuit shooting in and around the water using some of the more refined techniques learned during the portraiture session.

As a whole, this workshop will foster a holistic approach to practicing the art of action surf photography and its intersection with nature, beauty and movement. There will be group critique sessions, which will provide the opportunity to discuss what makes an image successful and to exchange ideas and perspectives as they relate to surfing. And at the same time we'll share the history of surf photography and its evolution into mainstream consciousness.

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## Rincon, Puerto Rico

Known as Puerto Rico's best beach town, Rincon is located on a peninsula with waves from the Atlantic on the north side of the point, and calmer Caribbean seas on the southern side. It is a corner of paradise, with emerald hills that overlook golden beaches and crystal waters, where the sun sets behind a mountain in the sea.

With its crystalline blue water, gentle trade winds blowing offshore on the northwest coast, palm trees swaying over white sand beaches, and hundreds of reefs, points and beaches, it's almost surprising that surfing didn't really start in Puerto Rico until the late '50s. Local boys Jose Rodriguez, Guille Bermuda and Rafy Viella are credited as being the first to surf the north and northwest coasts; the first surf shop was opened in San Juan in 1960 by American surfer Gary Hoyt, and dozens of locals started taking to the waves around the city and on the northwest coast in the early part of the decade. But it was the 1968 World Surfing Championships — won by Fred Hemmings and Margo Godfrey — that really put Puerto Rico on the surfing map. Worldwide exposure — right at a time that surfing was itself really expanding — sent planeload after planeload of (mainly) American surfers to PR's wave-soaked shoreline, quickly earning it the title of the "Hawaii of the Atlantic".

Indeed, the traditional wintertime Puerto Rico pilgrimage is still the first place many East Coasters get their first taste of powerful surf. The first Puerto Rican surfer to make a name for himself was Jorge Machuca, who blew a few minds as a 14-year-old in the '68 World Champs. Edwin Santos, Alberto Licha and Juan Ashton were well known Puerto Rico competitors through the '70s and '80s, and as of '06, there are another dozen or so sponsored and/or internationally known surfers, including Pipe chargers Carlos Cabrero and Otto Flores, and wunderkinds Brian Toth and Dylan Graves.

# Action Surf Photography in Rincon (continued)

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**Tuition Includes:** Accommodations (double occupancy), continental breakfast, workshops, transportation for off-site visits. Airfare is not included.

**Schedule:** Classes are held daily and include technical demonstrations, time for critiques and personal exploration. All workshops will include local talent including professional surfers and/or models. Schedule may vary depending of surf and weather conditions.

**Prerequisite:** Open to all photographers (students, non-students and professionals) interested in pursuing the genre of action surf photography. Students must be proficient with DSLR cameras and digital workflow. Must provide your own lightweight wetsuit (2mm spring or vest) and fins. In water camera equipment and on-location strobe lighting will be provided.

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## **FACULTY:** **Art Brewer**

Art Brewer, renowned as one of the world's premier surf photographers, has always been known for his versatility and innovations—within and outside of the surf culture. While waves and surfing are his passion, Brewer's genius lays not so much in documenting the nearly infinite palettes of waveriding, but in conveying the elusive essence of surfing to legions of the Great Unwet. One writer once lauded Brewer's waveforms as "portals to a vastly improved universe."

Over his 30-year career Art has seen the vast body of his ocean images and portraits celebrated in numerous gallery showings and mainstream publications as diverse as *Rolling Stone*, *Sports Illustrated*, *Esquire* and *Playboy*.

A child in the 50's, Brewer grew up in the coastal art enclave of Laguna Brach, the Mecca of West Coast plein air impressionism. An early immersion in the wealth of outdoor images helped Brewer bring a fine arts' consciousness to the then-budding art of surf photography.

Brewer began his photo career as a teen shooting local Laguna surfers and freelancing for *Surfer Magazine*. He subsequently served as staff photographer, darkroom artist and photo editor for the magazine until the mid 80s.

A self-taught photographer who once studied with Ansel Adams, Brewer has circled the globe countless times chasing the world's best waves and the surfers who chased them. Brewer, however, is distinguished among his peers for his collection of poignant surfer portraits; for over three decades he has acted as court painter for the elite of the sport.

Always eager to branch out with new techniques and equipment, Brewer has also established himself as a top commercial photographer, able to produce compelling top quality images under the most demanding conditions. His corporate accounts include Pepsi, Nike, Volkswagen, Kodak, Quicksilver, Dasanti, Yamaha, Propel, Suzuki, Sony/Columbia-Tristar, Continental Airlines, Gatorade, Casio, The Irvine Company, Mattel Toys, and SeaDoo Personal watercraft.

Brewer's book *Masters of Surf Photography*; printed in 2002 by The Surfers Journal is a collection of Brewer's best surf photography and portraits to date. His imagery has been shown in major exhibitions, Earl McGrath gallery in New York and museums such as the Laguna Art Museum in Laguna Beach, as well as shows as far as Sao Paulo. His latest project is a documentary and book on the life of Bunker Spreckels called *The Story of Bunker Spreckels*. (Taschen Books, 2007). It is the story of one man's journey from surfer kid to self-proclaimed pimp to self-destructive adult.

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For further information contact Malcolm Lightner, program director, at 212.592.2335; fax: 212.592.2336; e-mail: [mighthner@sva.edu](mailto:mightner@sva.edu).

# Action Surf Photography in Rincon

## Schedule



School of VISUAL ARTS®

- Saturday, March 6 **Orientation and Welcome Reception** 5pm – 8pm  
Featuring Art Brewer, *Personal Work & A Brief History of Surf Photography*
- Sunday, March 7 **Introduction to Specialized Equipment & Safety** 10am – 4pm  
**TOPICS INCLUDE:**
- Handling and caring for telephoto lenses
  - Tips for shooting action photography such as follow focus and motion capture
  - Overview of lens options from telephoto to extreme wide angle
  - Underwater cameras and accessories including housings and remote flash
  - Water safety: keeping yourself and your equipment safe
  - Photographer etiquette in and out of the water
- Monday, March 8 **Workshop: Surf Action Techniques I**  
*(time and location variable depending on surf conditions)*  
Students will break into two groups (land & water) and experience shooting professional surfers in action from both land and water. Emphasis will be placed on exploring unique angles of view and lens selection.  
**Afternoon discussion**
- Tuesday, March 9 **Workshop: Surf Action Techniques II**  
*(time and location variable depending on surf conditions)*  
The agenda is the same as the previous day other than swapping equipment per group to allow both to experience the full range of possibilities.  
**Afternoon discussion**
- Wednesday, March 10 **Day Trip** *Location TBD*  
Depending on the surf conditions, we will either take a day trip to explore a remote surf spot or a jungle destination. In either case, this time will be spent reviewing what we've learned thus far about different camera housings and lenses and apply to different locations. This will also be an excellent opportunity to experience the beautiful landscapes and local color that Puerto Rico has to offer.  
**Evening tutorial (optional): Adobe Lightroom; Image Processing and Keeping it Real!**
- Thursday, March 11 **Workshop: On Location Portrait Lighting** 10am – 4pm  
Students will have the opportunity to photograph "real life" people from the local surfing community. We will be using natural and strobe lighting in addition to specific light shaping tools. The focus will be to create compelling (on-location) portraits that show the true character of the individual.
- Friday, March 12 **Workshop: Fashion On Location** 10am – 4pm  
In contemporary media "surf fashion" has become mainstream. We will take some of the techniques learned during the portraiture workshop and refine them to work with local models and professional surfers in and around the beach and water. The goal is to produce stylized images that are both natural and believable and that also work within the context of advertising/editorial content.  
**Group critique and discussion: 4pm – 6pm**
- Saturday, March 13 **Bon Voyage Dinner and Awards Ceremony** 7pm – 11pm  
Good food served: with images and lots of hooting and hollering.
- Sunday, March 14 **Hotel Check Out & Departure**

*Please note: this schedule may vary depending on both weather and surf conditions.*



## Check Program To Which You Are Applying

### Painting in Barcelona

<input type="radio"/> IPD 3302-A 2 studio credits	June 25 – July 10	two weeks	\$3,800
<input type="radio"/> IPD 3303-A 3 studio credits	June 25 – July 16	three weeks	\$4,500

### Studio Art Therapy in Florence

<input type="radio"/> IPD 3502-A 2 graduate credits	May 29 – June 12	two weeks	\$3,100
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### Digital Photography in Florence

<input type="radio"/> IPD 3202-A 2 studio credits	June 11 – 26	two weeks	\$3,800
<input type="radio"/> IPD 3203-A 3 studio credits	June 11 – July 2	three weeks	\$4,500

### Art History in Southern France

<input type="radio"/> IPD 3703-A 3 art history credits	June 5 – 18	two weeks	\$3,800
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### Art Therapy in Provence: Innovative Techniques for the Professional

<input type="radio"/> IPC 4606-A 20 CECs	June 19 – 26	one week	\$2,200
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### Masters Workshop: Design History, Theory & Practices in Venice & Rome

<input type="radio"/> IPG 5212-A 3 graduate studio credits	May 30 – June 12	two weeks	\$6,700
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### Masters Workshop Photographic Practices in Provence

<input type="radio"/> IPG 5242-A 3 graduate studio credits	July 4 – July 16	two weeks	\$6,700
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### Digital Photography Residency in Shanghai

<input type="radio"/> IPD 3233-A 3 studio credits	June 26 – July 17	three weeks	\$4,300
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### Action Surf Photography in Rincon

<input type="radio"/> IPD 3292-A 2 studio credits	March 6 – 14	one week	\$2,500
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### Cinema in Italy

<input type="radio"/> IPD-3602-A 1 art history/ 1 film studio credit	June 20 - July 3	two weeks	\$3,800
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## Colleges and Other Institutions of Higher Education You Have Attended

Institution \_\_\_\_\_ City \_\_\_\_\_ Dates Attended \_\_\_\_\_

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## Travel Experience

Where \_\_\_\_\_ How Long \_\_\_\_\_ When \_\_\_\_\_

Where \_\_\_\_\_ How Long \_\_\_\_\_ When \_\_\_\_\_

### Mark All That Apply

Smoker  Nonsmoker  Vegetarian  Kosher

### Gender

Male  Female

Optional question: Do you have a medical condition you want us to be aware of?

If yes, please describe the condition and any medication you are taking.

\_\_\_\_\_

## In Case of Emergency Notify

Last Name \_\_\_\_\_ First Name \_\_\_\_\_ Relationship \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_ Country \_\_\_\_\_

Daytime Phone with Area Code \_\_\_\_\_ Evening Phone with Area Code \_\_\_\_\_

Cell Phone \_\_\_\_\_ E-mail \_\_\_\_\_

**Statement Of Intent:** *Please describe briefly your goal in attending this summer program.*

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**How did you hear about our Arts Abroad programs?**

\_\_\_\_\_

I hereby certify that the information above is complete and accurate. I also agree by signing this document that photographs or video clips taken during these programs of me or my work can be used for promotional purposes by the School of Visual Arts.

\_\_\_\_\_  
**Signature of Applicant**

\_\_\_\_\_  
**Date**