

# SHOOT WHO YOU ARE!

– Yann Macherez

## What do you think is the most important thing to remember as a photographer?

I like what Bruce Gilden once said: "Shoot who you are!". When you shoot, it is all about staying genuine and upright to the person you shoot and to the viewer you going to reach.

## What is your favourite image and why?

My « Today-Project » is what makes me feel most alive. This photo project started three years ago and has brought a lot of adventure to my life. You can read more about it here: <http://www.today-project.com/>

## What has been your most memorable shoot and why?

Stone Town in Zanzibar was a perfect match for my « Today-Project ». I spent 24 hours cruising all around the old city, diving into its authenticity and capturing splendid moments.



I will never forget the morning, when I arrived on the shore of the Malindi fish market. The sun was rising above the forest and the fishing boats were coming back from their long night out.

Hundreds of people were waiting: Some jumped into the water to tackle the boats first and access their precious cargo. Lucky ones were already returning to land with baskets filled with octopus and fish.

**What kind of photography style would you say you have, or prefer?**

I have to admit that I don't really like tags when it comes to photography. I always struggle to answer this question. But I'm definitely more prone to documentary photography - I like putting myself somewhere I can be a witness to something that I'll be able to testify to through photography. I like to contemplate, feel and integrate what surrounds me and then capture it in a way that I view the situation.

**What is important to remember about shooting your particular niche?**

Stay genuine and impartial. And get to know who or what you are going to shoot!



**What do you think about the technological advances made with camera equipment?**

I recently swapped my camera body from the 5D Mark II to the 5D Mark IV – a game changer! Having the ability to connect my camera to my phone and send the photo directly to the clients or publish on Instagram is amazing.

Also, the GPS data is a huge plus for my « Today-project ». I can now add the GPS coordinates to each photo that I took and show the actual itinerary that I used.

**Do you think the new tech makes it easier for novices to shoot “like professionals”?**

I would say that it is not about the new technology but more about the easy access to the new technology. It’s a game changer and a good thing. But shooting « like professionals » is not linked to what you are shooting with.

**What do you feel might be the most difficult thing about being a photographer?**

Today, photographers are not just photographers anymore. If I look back to my journey as a professional photographer, I could add so many skills to my CV: Accounting, Marketing, Graphic-design, Videography, Writing, Commercial...



It is all about being flexible and reactive. The competition is high, but the rewards are so fulfilling!

**What cameras do you use, and what lenses does your kit consist of?**

I have been shooting with Canon for about 6 years. I’ve got a Canon 5D Mark IV and I’m really happy with it!

I’ve got a full panel of lenses and some flashes. But my must have accessory is the silicon skin cover to protect my camera. I’m so clumsy and being able to keep my camera body scratch free is a huge relief.

I’m using the 24-70 IS.28 as my primary lens. I am also a fan of my 16-35 2.8.

**If you weren’t a photographer, what would you be doing?**

I would definitely be a ranger in the Virunga National Park, spending most of my time looking after mountain gorillas and protecting them from any threats!

**Do you think of the audience when you shoot? If so, what impression do you hope to leave with them?**

Of course, I do! As I said, most of my work comes with the idea of leaving a trace, a proof, a testimony of our humanity. Without viewers, this work does not make any sense. I like to think that my work can amaze, surprise and even force the viewer to question my art.

**What advice can you offer budding photographers?**

We all have something special to give, something special to say. Sometimes you will feel overwhelmed or doubt your photography – just don't! Trust your intuition, follow what feels right for you. The photos that will come out of it are going to be unique, special and a gift!

