

60-SECOND EXPOSURE

He left his home country at the age of 21 with no money but plenty of ambition. Soon afterwards **Serge Krouglikoff** was shooting campaigns for, among others, *Vogue*, Mercedes and *Harper's Bazaar*. Tracy Hallett hears his story.

I took up photography because...

I was inspired by my father, who was a keen amateur photographer – he gave me an Olympus Pen for my 10th birthday and I never looked back.

Tell us about your favourite photographic themes.

*To begin with I had a great passion for photographing people, which led to fashion and advertising work for L'Oreal, Selfridges, Mercedes and Harrods, as well as magazines such as *Vogue*, *Harper's Bazaar* and *Marie-Claire*. But when I moved back to southern France, having lived in London for a while, I rediscovered a passion for the local wildlife, in particular the wild horses, flamingos and bulls of the Camargue.*

Name one item that every photographer should own.

A 24-70mm zoom lens is perfect for most situations.

What's the biggest risk you have taken as a photographer?

I left France at the age of 21 with no money and headed to London with the intention of becoming a photographer. I was young, passionate, determined and hungry! I secured a job assisting photographers in a big studio, which is where I got my first taste of fashion. Having assisted a few fashion photographers, I became a freelance photographer, with a studio in Covent Garden. I travelled around the world shooting editorial and advertising campaigns, as well photographing a number of celebrities.

Do you have a photographic habit that you wish you could shake?

I am a perfectionist, which can be time-consuming but also beneficial. Back in the 1980s I was commissioned to photograph a well-known actress, but the editor I was working for only wanted to book a studio for the afternoon. I explained that I needed the morning to set up my equipment, but she assured me that there would be plenty of time while the actress was having her hair and make-up done. When the actress arrived with her hair and make-up already fixed, the lighting wasn't ready and she threatened to walk out if we didn't start shooting immediately. I refused to compromise: I told her that if she let me finish my preparations I would make her

look amazing. When she saw the first Polaroid she was delighted, and from then on I became her photographer of choice.

Who has been the greatest influence on your photography?

I really admire Helmut Newton for his provocative yet classy images.

Tell us about a photographic opportunity you have missed.

*I was unable to accept jobs for *Vogue*, *L'Oreal* and *Martini* while I was in France doing military service.*

What has been your most embarrassing moment as a photographer?

I locked my studio up for lunch without realising that the model



Camargue festival, 2011

was still inside! When I discovered she was missing I sent my assistant back to check if she was there. Like most insecure young models, she thought I had done it on purpose because I didn't like her!

Tell us your favourite photographic quote.

'You don't take a photograph, you make it' – Ansel Adams.

What, in your opinion, is the greatest photographic discovery of all time?

The Rolleiflex camera revolutionised photography: prior to its invention photographers were using 10x8 or 5x4 plate cameras that were slow and produced very static pictures. The Rolleiflex

allowed photographers to shoot faster, and capture movement more naturally.

What would you say to your younger self?

If you have a passion, go for it!

Which characteristics do you need to become a photographer?

To succeed as a photographer you

need to be dedicated, determined, competitive, ambitious, business-minded, sociable, a team player and, most of all, you need self-belief.

Tell us one thing that most people don't know about you.

I like to watch movies from the 1960s and I own the full James Bond collection.

What is your dream project?

It would be great to photograph all the wild horses worldwide; there is something mysterious and compelling about these animals when they're free. Capturing their spirit, beauty and speed on camera is a challenge, which is why people come back to photograph them time and time again. Just like me, they never tire of trying to obtain the perfect shot.

What single thing would improve your photography?

More time. If I had more hours in the day I would use them to experiment with different techniques and get out and about with my camera.

PROFILE

Following a successful career in fashion and advertising photography, Serge Krouglikoff returned to his native France and fell in love with the wild horses, flamingos and bulls of the Camargue. In order to share his passion and knowledge for photography and wildlife, he founded Create Away, a company specialising in photo tours and workshops.

To see more of Serge's work visit create-away.com. For information about courses or workshops email info@create-away.com



Stallions, 2014



Gypsy festival, 2014



Gypsy festival, 2014