



# Chase your dreams – we're listening!

Create Away's **Serge Krouglikoff** is listening to his customers and growing his business, by popular demand

There is nothing more heartening than a group of photographers who are ecstatic with the photography experience you have just provided and the thousands of amazing images they have captured. As they buzz with enthusiasm about coming back, it's important to ensure that they have something different or exceptional to come back to...

Listening to photographers before, during and after a workshop is essential to

discover what might be the trigger in them – not only to talk about coming back, but actually to do so.

When Create Away first started out in the Camargue, it was about offering workshops with variations of Camargue horses, birdlife and landscapes. But when a loyal customer, who had already attended two of our workshops, said, 'if you create a workshop, based around the annual festival with only wildlife and no landscapes, we'll come back

for a third time' – we didn't need to be told twice! Hence our Camargue Festival and Gypsy Festival workshops were born.

We also had photographers asking us, 'what other equine workshops and destinations do you do?' Well, the real answer to that question was 'none', but we didn't let on and told them we were working on a project that would be revealed shortly – we then urgently started thinking about new projects to work on!

Create Away now offers a wide variety of different workshops in the Camargue, featuring the new 'Equine Photographer's Dream', which includes Andalusian and Lusitano stallions. Opportunities for horse photography also extends to the sublime Marwari horses of India and the majestic Friesian stallions on the Spanish coast, providing plenty of great excuses for our loyal customers to come back and join us time and time again.

Fortunately, most passionate photographers don't restrict themselves to one type of photography and those who first joined us in the Camargue are inspired to come back to photograph picturesque Provence in the lavender season, the thrill and excitement of the super yachts during the iconic 'Voiles de Saint Tropez' and the colours of Cuba for exceptional street-life and portrait photography.

Professional photographers,



who sell their images, provide interesting challenges and often ask for the 'impossible' – and how we love to make the 'inconceivable' into 'feasible', learning new tricks and evolving along the way!

Making exceptional moments happen and making photography accessible to everyone is also something Create Away prides itself on. Having received a request from a passionate photographer, who was disabled, but who had always dreamed of photographing the Camargue white horses, we didn't

hesitate in accepting the challenge. We spent time re-creating some of the most iconic shoots in different locations, to make them easily accessible, without reducing the quality of the images that would be taken away. What a privilege it was for Create Away to fulfil this dream.

*'Create Away is not just about the photography, it's the whole experience'* – Robert Shreve, professional photographer (Ultimate Wild White Horses, Voiles de Saint Tropez, 2019).



## PROFILE

Serge Krouglikoff founded Create Away, now number one

Camargue specialist, to share his passion and know-how, developed over the course of his professional photography career. Based in London as an international fashion photographer, he worked at the top of the industry, travelling across the globe for editorials and advertising campaigns, as well as photographing many celebrities.

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