

# A winning formula

Create Away's **Serge Krouglikoff** considers how to achieve award-winning photographs



© Serge Krouglikoff

think I'm in the wrong job!

I've been a professional photographer all my life and when I started Create Away, the goal was to share with others my passion and expertise learnt throughout my career. I don't keep photography secrets to myself in case people get a better shot than me; I am simply happy to pass on everything I know. There is nothing more satisfying than to see fantastic

images from people I have taught or simply taken to an exceptional location they would not have had access to without me.

After a workshop I love to receive the favourite images from participants and I happily critique them. When you spot a particular talent in someone's photography or an exceptional shot, there is a certain pride in helping them achieve that. We had a great guy join us a couple

of years ago – an amateur but passionate photographer. After each shoot, in the car on the way back to the hotel, he started sorting his photos in his camera into folders – 'prize-winner'; 'seller'; 'review again' and 'bin'! By the time we got back to the hotel, his photos were filed and ready to review on his laptop – where he took it to the next level and categorised his photos once more. At the end of the



© Ann Fulcher

workshop, he started selling his fantastic photos and reported back on the bestsellers! I was very impressed and thought, 'I'll take a leaf out of his book!'

Another lady joined us for a workshop and classed herself as a professional photographer. She had a good camera but I was surprised she didn't seem to understand the settings so I helped her customise her camera so she would get the best out of the workshop. When she got to the first shoot the next day, she almost immediately put her camera back to shoot on Automatic

and JPEG! She confessed she felt happier that way and was absolutely delighted with the photos she took with us. When she got home, she informed us her images from the workshop were selling better than any of her others! No leaf out of this book, but she had such a good 'eye' that she simply produced amazing photos with just a click of her camera!

And this leads me to the award-winners. We love to see which photos we helped to achieve, have made it all the way to the top. One lady, Ann Fulcher from Richmond, Virginia, joined us for the

© Serge Krouglikoff



Ultimate Camargue workshop and from those six days, Ann was delighted to inform us that several of the photos she took with us have won awards and have been selected for juried exhibits. They are all fantastic, but the one we have selected to show you here is of a beautiful white Camargue stallion as he rises from the sea, with the sun illuminating his mane and producing golden droplets in the water – we love it! Perhaps I should give up the day job and enter competitions and sell photos myself? No, I get far too much enjoyment out of sharing everyone else's success – well, maybe one day...



## PROFILE

Serge Krouglikoff founded Create Away (now no.1 specialists in the Camargue)

after an illustrious career in international fashion photography. Based in London, he worked at the top of the fashion industry, travelling across the globe for editorials and advertising campaigns as well as photographing many celebrities. Create Away arranges photography workshops and tours to capture the iconic Wild White Horses, Pink Flamingos, Black Bulls, Stunning Landscapes and Classic Portraits. Create Away also offers breathtaking Landscapes of Provence Villages, Lavender & Sunflower Fields, Graphic Atlantic Seascapes and exhilarating Super Yachts Regattas in Antibes & Saint Tropez on the Cote d'Azur.

**W:** [create-away.com](http://create-away.com)

**E:** [info@create-away.com](mailto:info@create-away.com)

