

Shooter Profile

Beth Galton

Feeling Hungry? After browsing through Beth Galton's portfolio of enticing food photography, you will be. Beth Galton has a knack for finding and revealing the intrinsic beauty in even the most commonplace foods. If you have ever struggled to make the contrasting textures and colors of eggs, cheese, bacon and bread look inviting, then you will appreciate Beth's tantalizingly fresh friscuit image.



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Galton's photography style reflects her personality. Some have called her work soft and feminine, but that belies the power of her imagery. Galton confidently exploits the capabilities of the Phase One P 45+ to bring out the exquisite details of her subjects. Take a broken chunk of gourmet dark chocolate — when Beth photographs it, the brittle edge looks sharp enough to cut you — yet the resulting image is undeniably alluring to any chocolate lover.

Using her Phase One P 45+, Beth fearlessly layers bright whites on top of silky rich dark tones. She places that artfully fractured dark chocolate on a smooth white marble plate and countertop. Her mastery of lighting and composition, along with the phenomenal dynamic range of the Phase One P 45+, make it possible to see all the delicate textural detail in both extremes.



When the time came for Beth to translate her sophisticated style from film to digital, she turned to Digital Transitions. "I was hesitant to make the switch, but my competition already had converted, and my clients were asking for digital images," shares Galton. Galton brought years of large format film and commercial television production to the table and Digital Transitions' Mark Lawrence brought years of helping artists ease into the digital imaging world. "Mark facilitated my transition to digital by answering all my millions of questions, setting me up with the correct computer and programs, and helping me decide what camera equipment to use. In the end, I trusted his knowledge and insight so much that I bought the H 25 and the P 45+ from him."

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How does Beth rate Digital Transitions' long-term care? "I found the training really helpful, but what is most important to me now is the access to Allison and the other support technicians at Digital Transitions. They help me by answering my questions and solving any problems we have."

What does Beth, a dedicated veteran of film emulsion, say now that she is digitally savvy? "Working digitally has helped me be more creative. I can try different shots for my client rather than being limited by a film budget. I can capture various changes and then choose the best image. It has allowed me to solve problems that were difficult to do with film."

Many epicures will tell you that gastronomy is about combining sensations into an unforgettable experience. Experiencing a Beth Galton food shoot is about combining the clients' objectives with Beth's amiable personality to produce a vision that connects. "I want to make the client feel as comfortable as possible. The resulting images express how I am feeling about my subject, myself and my world. Perhaps that is why people respond to them."

Galton adds with a smile, "Oh, and when I shoot food, the goal is to make people hungry — I think the work accomplishes this." How hungry are you now?



PHOTOGRAPHER Beth Galton
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