

Shooter Profile



Luciana Pampalone

Positive. If one adjective had to be chosen for Luciana Pampalone, it would be

Positive. She is Positively energetic. She is Positively buoyant. She is Positively in love with her Phase One P 25.

You may see Luciana's digital images in catalogs, advertisements, coffee table books or even featured in her video projects. Her photographs of people run the gamut from seductive sensuality to spontaneous whimsy; her other images range from inviting airy interiors to food shots that beg to be tasted. Luciana says that "Digital Transitions gives me the tools to succeed." However, we believe that it is Luciana's sense of style combined with her positive energy that have propelled her to become such an enormous success as a photographer. Attempting to confine Luciana and her boundless energy to only one form of expression is futile. And how does she do this all so well? "I listen and connect with my subject. Also, my shoots are really fun; I feel that creating that type of environment while you are working is so important because it shows in the photographs.

When asked why Luciana chose to go digital with a P 25 from Digital Transitions, you might expect that a discerning and experienced visual artist such as Pampalone would immediately talk about the image quality or reliability.



Photo: Luciana Pampalone



Photo: Luciana Pampalone

"I know that Digital Transitions has my back, so I can go on my creative journey."



Photo: Luciana Pampalone

“Invest in quality and reputation. And consider the fact that clients feel very comfortable knowing that the images can span every medium – from the web to a billboard. Digital simply does it.”



Photo: Luciana Pampalone

However, Luciana was really looking for a solution that she could depend on and allow her the freedom to create art. “I know that Digital Transitions has my back, so I can go on my creative journey.” She also says that her P 25 enabled her to move beyond the concerns of the media and focus on the benefits. “My clients can make decisions faster by seeing the images feed in live! That usually translates into more shots and more variety, so everyone is happy!”

What about after the shoot? Luciana identified one of the intangible advantages of a reliable digital capture system: “No more stress at the labs and no more late night film runs. Digital photography really speeds up every process, allowing me to accomplish more.”

Pampalone did several shoots with digital capture systems before settling on Digital Transitions and the P 25. Why select a Phase One system from Digital Transitions? Luciana’s enthusiastic answer was, “Invest in quality and reputation. And consider the fact that clients feel very comfortable knowing that the images can span every medium – from the web to a billboard. For me, quality, speed and

service were all contributing factors. Digital simply does it.”

You can tell Luciana’s energy drives her as an artist. She creates a non-stop stream of exciting images that go beyond merely communicating a commercial message. Luciana’s art evokes emotional responses from the viewer. Digital Transitions is proud to support dynamic artists such as Luciana Pampalone so that she can continue to focus her positive energy into creating her wonderful images.



Photo: Luciana Pampalone

PHOTOGRAPHER: Luciana Pampalone
STYLE: Commercial
HARDWARE: Phase One P 25
Hasselblad H1
SOFTWARE: Capture One PRO

CONTACT: Luciana Pampalone Studio
354 Broome St., 4B
New York, NY 10013
lpampalone@nyc.rr.com
www.lucianapampalonestudio.com
212-925-7009



DIGITAL TRANSITIONS®
f/ortless

877-F/ORTLESS • WWW.DIGITALTRANSITIONS.COM • INFO@DIGITALTRANSITIONS.COM
35 West 35th Street, 2nd Floor, New York, NY 10001 © 2007 Digital Transitions, Inc. All Rights Reserved. Phase One is a registered trademark of Phase One.