

studio
photography & design

A Cygnus Publication

8/2004
\$4.95

www.imaginginfo.com



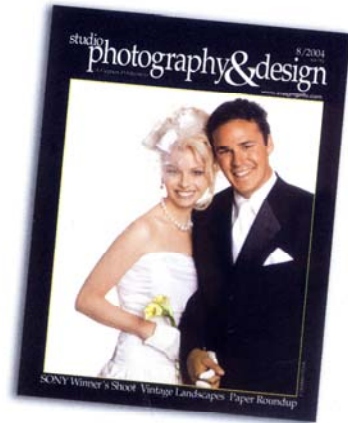
© DENNIS MOCK

Sony Winner's Shoot Vintage Landscapes Paper Roundup

PhotoImaging & Design Expo
2004
San Diego

Sony Contest Winner Photo Shoot

TEXT BY ALLAN WEITZ • COVER IMAGE BY DENNIS MOCK



One of the highlights of the 2004 PhotoImaging & Design Expo this past May was the Sony Digital Pavilion, which hosted a series of live shoots using Sony's flagship digital camera, the Cyber-shot DSC-F828. Among the pros who staged shoots at the Pavilion were Ian Macdonald-Smith, Helene DeLillo, Andrew Darlow, and Von Thomas.

The Pavilion event that drew the most attention was the Opening Day photo shoot with Dennis Mock (www.dennismock.com), the Sony Photo Contest Grand Prize Winner chosen to shoot the cover of this month's *SP&D*. The San Diego-based wedding photographer's image, "Happy Feet," was selected by the contest committee from hundreds of entries submitted by wedding, portrait, and commercial photographers across the U.S. With Cygnus Imaging Group Publisher Kathy Schneider serving as contest moderator, committee members Eddie Adams, Andy Marcus, Ezequiel De La Rosa, Sony's Jim Malcolm, and *SP&D/DI*'s Alice Miller and Marianne Pardal picked Mock's image for its eye-catching composition and contagious spirit.

"I was amazed when I got the call on April 1, April Fool's Day, that my image had been selected," recalls Mock. "It was a wonderful surprise."

LIGHTS, CAMERA, AND LOTS OF ACTION

With oversight responsibility for the Sony Digital Pavilion, PIDE Advisory Board member Douglas Dubler coordinated all scheduled shoots. For the Sony cover shoot, Dubler's co-producer Walter Lindsay arranged the



"Happy Feet," by Grand Prize Winner Dennis Mock, Dennis Mock Photography, San Diego.

