

How Fantasy Portraits is Set to Reinvent Child Portraiture with the help of the Starlight Children's Foundation.

Innovative and compelling photography with Hollywood techniques is now a tangible reality for kids photography.

Principal photographer of Fantasy Portraits, Mark Ruff has begun a new book project entitled, "Fairies, Pirates and Fantasies", and requires the support from parents who would like to see their kids in a picture book to be presented to the Starlight Children's Foundation at the conclusion of the year.

Award winning Melbourne photographer, Mark Ruff, has developed a way to seamlessly combine fantasy with reality using high end Hollywood style capture techniques.

"People claim that they have not seen anything like it before and in a world of 'the usual' people want something 'very different'," he said.

"As children we dreamt of a fantasy and make believe world, and now it can become a reality," said Mr Ruff.

"We are looking for a minimum of 52 children to be involved. You can secure your child's photograph in the book by registering with Fantasy Portraits. \$49 of the sitting fee will be donated to the Starlight's Children Foundation. A great cause for desperately needed funds.

Mr Ruff explained that the advantages of this approach over "everyday photography" is:

- heightened realism,
- a more compelling image,
- generation of greater emotion in the viewer,
- an amazing WOW factor.

"We are a husband and wife team that have 2 daughters and we know how to capture these future memories of children," says Mrs Ruff.

Mr Ruff is



- An accredited member of the Australian Institute of Professional Photographers (AIPP)
- The first person to enter 3D into the Australian Professional Photography Awards (APPA) winning multiple awards and the Moran Contemporary Photographic Portrait Prize
- The only Australian represented in the International Lenticular Awards at DRUPA
- Recipient of the Australian Cinematographers Society (ACS) for Innovation and Advancement of Cinematography
- A finalist in the My Business Awards for Best use of Technology in a Small Business
- A nominee of the Monash Business Awards.

More information is available from fantasyportraits.com.au

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High resolution images, interviews and demonstration are available upon request.

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