



# RICHARD MARTIN SEMINAR

Sponsored by the Yerba Buena Chapter of PSA

**“My photography is a celebration of the visual world. It originates straight from the heart, honest and direct. Inspired by colour, texture and light, I make photographs to express feelings surrounding my experiences, searching for visual equivalents to those feelings.”**

**– Richard Martin**

## PROGRAM (four parts)



### PART 1: Making the Familiar Strange

Many of us love to travel, to see the exotic, yet we don't have to travel very far to make great photographs! The beauty we see elsewhere is often right in front of us. We can become jaded to the beauty that is literally in our own backyards as we pass by it daily.

As we become more and more familiar with the everyday world around us, we quickly develop a natural tendency to conditioned responses and conventional orientations. We seem to be stuck, unable to shift our perception away from its usual viewpoint. As a result, we cease to recognize the photographic potential of the world at our own doorstep. We often end up waiting until we travel to make photographs, thinking that our seeing can only improve with a new environment.

Breaking away from stereotyped vision takes time and energy. We must first acknowledge a desire to do so and then be willing to do some homework in the form of personal assignments or projects. If we are truly committed and want to grow as photographers, we must accept the fundamental condition for “unlearning” stereotyped vision. This begins by observing the supposedly familiar objects around us from a new and unfamiliar perspective. In short—to make the familiar strange.

In my view, if we can't make exceptional photographs of ordinary things near home, then we will not be able to do it when we are away. Our ability to see creatively will not magically improve with distance.

This presentation illustrates the results from some of my own personal assignments, which has helped me exercise the flexible use of imagination in order to see alternative viewpoints.

Richard may also discuss “Visual Rhythm Within the Frame.”

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Saturday  
June 13, 2015  
9:00 AM - 4:30 PM  
Andrew Carnegie  
Lecture Hall  
San Leandro Library  
300 Estudillo Avenue,  
San Leandro

## Registration Fee

PSA members \$45  
Non-PSA members: \$60  
\$5 additional fee at door

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A long-time contributor to *Photo Life* magazine, Richard pursues photography as a medium of visual expression. He is best known for his unique vision with a personal style characterized by a strong sense of composition, colour and the use of light. His work combines an architectural love of geometry, pattern and texture with a painter's sensitivity to colour, light and composition. Well known for sharing his enthusiasm, creative vision and passion for the medium, Richard continues to inspire participants with his annual photography and visual design workshops in his native Kingston, Ontario since 1990. He also conducts workshops, tours, and seminars around the world, including Cuba, Mexico, Sicily, Venice, Tuscany, Provence, Ireland, and Morocco.

More details at his website:  
[richardmartinphoto.com](http://richardmartinphoto.com)



## PART 2 Exploring the Square Format in Composition

Examine the iPhone's Hipstamatic application and the inspired square format in design and composition.



## PART 3 Ridiculous Design Rules

*Disclaimer: breaking the rules can lead to innovative thinking. Ultimately if we want to discover new points of view*



we must first break out of the old ones. In order for Creativity, originality, and imagination to take place in the context of photography, every effort should be made to free the mind of conventional ways seeing and thinking.

When photographers lack confidence in their creative choices they often look for “correct” responses. Instead of thinking in terms of right or wrong answers they need to learn to make decisions regarding design as a process of individual expression, opportunity, and reflection of their own visual environment. If you rely on rules for answers you will be continually trapped.

I will examine a number of images and talk about how the so-called rules can be effectively broken.



## PART 4 Wabi-Sabi: The Beauty of Imperfection

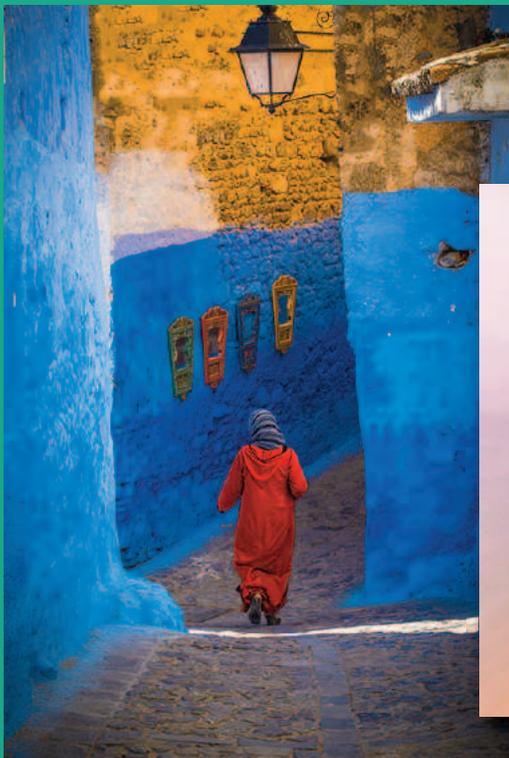
This presentation is about looking at the everyday, the commonplace, and finding magic in the

ordinary—a reminder that nothing in life, or design is perfect. Pared down to its barest essence, Wabi-Sabi is the Japanese art of finding beauty in imperfection.



### Schedule

8:30 - 9:00 AM	Registration (come early)
9:00 AM - 12:00	Morning Session
10:30 AM	Short Break
12:00 - 1:30 PM	Lunch Break
1:30 - 4:30 PM	Afternoon Session
3:00 PM	Short Break
3:15 - 4:30	Afternoon Session Concludes



All images including first page background  
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**Directions: From 580 East** ... coming from the Peninsula, San Francisco, Oakland: (We assume you can get to 580.)

- Take the Dutton/Estudillo exit. Parallel the freeway for two long blocks.
- Pass one light (Dutton St.) and continue to the second light (Estudillo Ave.)
- Turn right and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building with a parking lot in the front.

**Directions rom 580 West** ... coming from Tri-Valley area

- Take the Estudillo exit, which goes under the freeway.
- At the stop sign, turn right onto Grand Ave. for 1 short block, to the light (Estudillo Ave.)
- Turn left and continue for 5 blocks.
- The library is on the right side of the street - a large, tan-colored brick and glass building

**GREAT NEWS!** The new Downtown Parking Garage offers free parking on Saturdays.

122 Estudillo Ave, San Leandro, 1/2 block past library on right.

**DO NOT USE THE LIBRARY PARKING LOT!**

Unfortunately, we are not able to use PayPal at this time. Please mail the form below with your check.



**REGISTRATION FORM**

Name \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone (        ) \_\_\_\_\_ E-mail \_\_\_\_\_

Camera Club or Other Affiliation \_\_\_\_\_

How did you learn about this Seminar? \_\_\_\_\_

# Tickets Before June 8 for PSA members: @ \$45 \_\_\_\_\_

Non PSA Members @ \$60 \_\_\_\_\_ Registration at the door will be \$5 extra.

**Checks must be in registrar's hands by June 8, but you may register at the door.**

Total Enclosed \_\_\_\_\_

Richard Martin  
June 13, 2015  
San Leandro Library

Please send registration form and check made out to "Yerba Buena Chapter of PSA"  
to Marcia Brandt, 3409 Touriga Drive, Pleasanton, CA 94566

For more information, contact Lois Shouse at bobloiss@comcast.net or Sam Berzin at s@berzin.net