



# MARTY BLUMEN

# PHOTOGRAPHY Newsletter

NUMBER 1 - 2009

## Welcome to the first newsletter of 2009.

It's going to be a great year starting with a photography trek in the volcanic landscape in the Central Plateau of New Zealand's North Island. World Expeditions are hosting this and it certainly will be an immersive experience.

All the best,

Marty Blumen

## WORKSHOPS - GET MORE OUT OF YOUR ADVENTURES

### WORLD EXPEDITIONS - TONGARIRO PHOTOGRAPHY TREK

World Expeditions is excited to announce a new photography / trekking trip with Marten Blumen to the Tongariro World Heritage Area in the North Island of New Zealand. Marty is a highly regarded photographer synonymous with outstanding outdoor photography who recently won the 2008 Banff Mountain Photography Competition.

We will take you on a journey of discovery where the scenery is breathtaking and the trekking excellent in this alpine-volcanic wonderland. This trip is for all photographers be it starting out or experienced to hone your outdoor photography skills. The adventure guide and Marty work in conjunction to manage the flow of the tour, the pace and the itinerary – so we can take the best photographs, seek out the hidden gems, wait for the perfect dawn light or sunset... fully backed by the convenience and security of being on an organized tour.



### What people are saying about Marty's previous workshops:

"Firstly, Marty runs a truly fantastic workshop - book now! This photography workshop is a full on, hands on, no rubbish workshop. Marty's enthusiasm about photography is infectious."  
**William Pike**, March, 2008

- Departs: 31 march 2009 - Ex Auckland.
- Cost is NZD\$1795 per person.
- Please contact **Tali** for more information:  
[tali@worldexpeditions.co.nz](mailto:tali@worldexpeditions.co.nz)

## PHOTO TIPS - APPARENT, NOT ACTUAL?



I have always been confused by jargon for jargons sake. I consider myself quite literate with camera equipment and I was totally surprised when I was told by a well established underwater photographer in Cairns, on the Queensland coast, that it was 'apparent but not actual' the difference of using a the same lens on a full frame film compared to a digital camera with a smaller sensor. It stumped me for quite a while as a I tried to figure out exactly what he meant. In the end I decided that it came down to that dreaded disease of adding complexity for complexities sake; the antithesis of nature! I personally usually have a few 'onion layers' of information for people when they ask

questions about photography. The first is a broad brush-stroke answer that encapsulates only the essence, next would be a more detailed explanation that is appropriate for an interested and educated amateur, where-as the third would be as complex as I can go. I usually only find a few people who have thought at the same complexity level about a simple and 'obvious' matter. These people are usually self-taught amateur scientists that have an intense interest in the 'obvious'. Mountaineers, sailors and other outdoors people depend on this level of sophisticated understanding about nature to survive. So when I heard the guy from the underwater photography shop talk some jargon I really thought he was telling a deep and well thought-out answer but now I realise that it was simply jargon to throw off another 'person with a camera'.

So what is the answer to my question? Simple this; in the photo, *Sleepy dogs, India* I used a 24mm lens on a 'full frame' camera body. The red line represents an approximation of the photo I would have taken if I shot it on a camera with a smaller than full-frame sensor.

## PUBLISHED - THE LIST KEEPS GROWING



In 2008 Marty's work appeared in United States, Canada, China, Australia and New Zealand publications.

To kick off 2009 the prestigious magazine **NZ Geographic** have published three double-page spreads of adventure and nature photographs from around and on Mt Ruapehu, New Zealand - my favourite spot to shoot and play in New Zealand. A **limited number** of these magazines are signed by Marty and are available for \$100 each.

Please contact [shiva@martyblumen.com](mailto:shiva@martyblumen.com) if you would like to purchase one.

## GRAND PRIZE WIN - BANFF 2008



### **Marty's Rim Lit Climber wins 2008 Banff Mountain Photography Competition Grand Prize.**

All of the elements came together — the puff of chalk, the concentration of the climber, and the spectacular lighting. The photo communicates the individual nature of a gregarious sport. The great thing is that no one knows who the climber is. She is the 'unknown climber', the one who can represent us all.

Signed A4 prints are available for \$100 each. Larger prints are also available.

Please contact [shiva@martyblumen.com](mailto:shiva@martyblumen.com) if you would like to purchase one

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**I hope you had a good last year, 2009 is looking even better.**

Find out more: [www.martyblumen.com](http://www.martyblumen.com)

Marty Blumen Photography

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