



REPLACE WORDS WITH PHOTOGRAPHS

Taking portraits, I focus my attention on individual personality traits, character, uniqueness of the portrayed person. I emphasise competence, experience and naturalness in those for whom a professional appearance is essential.

My adventure with photography has lasted for 20 years, and since 2006 I have been professionally involved in photography - I cooperate with companies, business owners and artists. First of all I create portraits, but also illustrations and photographs of architecture and interiors. I usually work in my Portrait Studio in the city centre of Katowice.

I'm the author of the One People Story concept, the essence of which are portraits created using the classic method on black and white film. At the same time, I am working on a series called Beautiful People. These are minimalistic, black and white, studio portraits.

I belong to the Association of Polish Art Photographers since 2012.

BUSINESS PORTRAITS

A good photo builds a personal brand. I create portraits of people on whom trust in the company is based. A portrait is a professional image. Portfolio available on www.joannanowicka.com



STUDIO ART PORTRAITS

Minimalist, monochromatic, essential. Nothing overshadows your uniqueness.

Portfolio available on www.joannanowicka.com, the Beautiful People series is also presented [HERE](#).



ANALOGUE ART PORTRAITS

I achieve extraordinary image art and aesthetics by working on black and white film with a medium-format analogue camera. I develop negatives by myself. Prints produced on noble paper, totally matt, complete the magic of impressions.

Find out more about the project in the short videos available [HERE](#) and on the project website: www.onepeoplestory.com



Szczepan Twardoch, writer / 2018



Ewa Strong / 2020

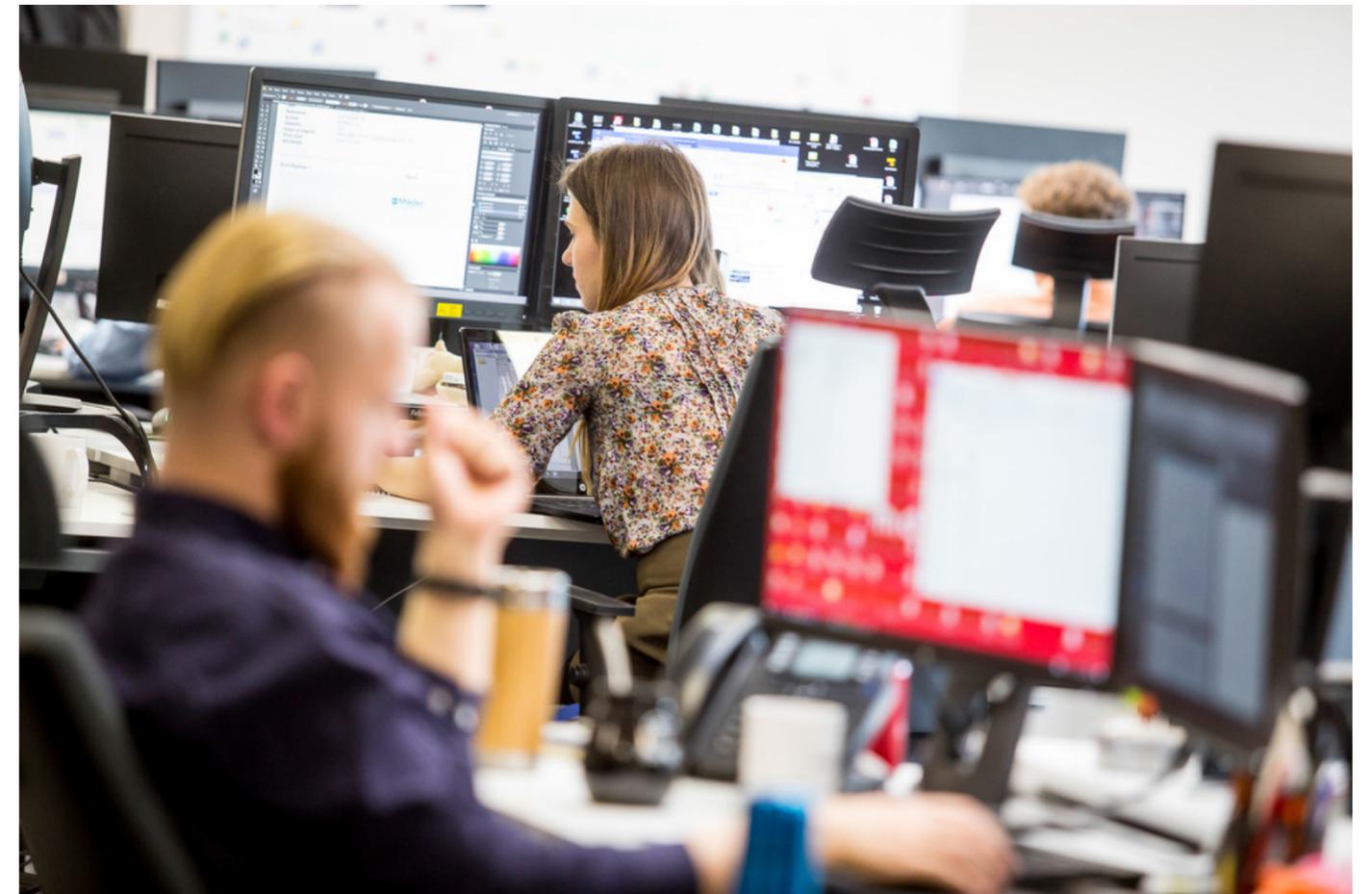


Marcin Markiewicz, musician / 2020

ILLUSTRATIONS

Tell the history of your company and present your brand, idea, people, service, product with photos.

To see more ask for a portfolio.



ARCHITECTURE AND INTERIORS

I take photographs of architecture and interiors using a full-frame camera with a tilt/shift lens on a tripod with a professional head, ensuring absolute precision with a spirit-level. The right perspective and image composition is extremely important in this kind of photography. Architecture and interior photography increases the attractiveness of the investor's sales offer.

To see more ask for a portfolio.

Sapiens / SKANSKA. Katowice

Galeria Katowicka. Katowice
Accenture / SKANSKA. Katowice



WORK STYLE

- **Preparation** - meeting and talking to know your needs. At this stage I check what kind of photographs will help you to create a coherent image, complement your marketing materials, present you on websites and in social media.
Together we will analyze your photo ideas and create a coherent concept for the photo session and determine its course.
How to look good in the photos? Watch the video (in Polish): [LINK](#)
- **The photo shoot** is a realization of our ideas. I provide an intimate space of my Portrait Studio in Katowice or I will arrange good lighting conditions in your company.
I recommend using a make-up artist who will take care of professional and photographic make-up. I will tell you how to work with your body, gesture, mimic to best expose your personality and professionalism. During the portrait session you will watch and accept the shots. When we finish our work, you can be sure that the effects are in line with your expectations.
When creating illustrations I focus on natural, reportage-like shots, building multi-plane scenes, showing the most representative situations in your company.
Good image composition, the right perspective, the choice of the most attractive interior and exterior locations guarantee interesting shots in architecture and interior photography.
- **Post-production.** Photographs selected during the session or later using previews are processed to give them an authorial, individual expression.
I develop RAW, I work in the area of colors, contrast, tonality and retouch.
I always prepare photographs in two sizes: for print and for online activities.
- **A guarantee of reliability.** I work with special attention, I care about details, quality and comfort of the photographed people.



REFERENCES

The session turned out to be quite an experience for me and the atmosphere Joanna created encouraged me to experiment and confidently express my personality. The photographs where I'm gesticulating and the one with my bare feet border on artistry, yet for me they also reflect the soft nature of human being which is so essential in communication.

Urszula Leiss, Coach



Professional, enthusiastic, and committed to get the best shot even under time pressure. Joanna is passionate about her work and those she works with. Her excellent photographs continue to live and support freedom of speech way beyond last edition of Passion for Freedom London Art Festival.

Agnieszka Kolek, Curator and Co-Founder
Passion for Freedom



What sets Joanna's work apart for us is her pure professionalism both when fulfilling the conditions agreed on with the company, as well as her creativity and the sheer quality of the photos. Her indisputable advantage is also her personality which made the sessions, which can be strenuous and tiring, fly by in an exceptionally customer friendly atmosphere.

Piotr Dembiński, European Division, Corporate
Affairs Manager Nexteer Automotive



REFERENCES

The quality of Joanna's work was of the highest level. The modern shots, professional attitude, timely delivery and her availability mean we can say the cooperation ran as planned despite our tight deadline.

Florentyna Siedlarek, Owner of Proarte Media,
Co-owner of Proarte Group



Do you want to develop your brand and company? To inspire trust in your customers, to look great, competent and professional, but you don't have good photos?

I will create a series of professional photographs that will tell your story, improve your image, show the values and mission of your company.

Make an appointment, call: +48 506 316 314 or write:
foto@joannanowicka.com

Replace words with photographs.

Kind regards, Joanna

Joanna Nowicka / Portrait Studio
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