



LAPADA

THE ASSOCIATION OF
ART & ANTIQUES DEALERS

TIPS FOR PHOTOGRAPHING ART & ANTIQUES



1. Setting the scene

The object you are selling should be the main focus of the picture.

Clear the background of anything unnecessary.

Isolate the item so that the focus is on the object for sale.

Don't photograph an item with a busy background.



Do use paper, cloth or a blank wall to highlight the item.



2. Demonstrating Scale

A customer should be able to see, at a glance, the relative size of the item.

Create an appealing aesthetic using other items of stock. This gives buyers a sense of scale and an idea of how it can be incorporated into their homes.

Don't use unrelated props for scale.



Do set a scene which also relays proportion.



3. Lighting is everything

Unless you have access to decent photography lights (rated for daylight), choose a room with good natural light. Avoid direct sunlight however, as this will wash out highlights and cause harsh shadows.

If you need more light, do not point a lamp straight at your item. Instead, find a white wall or hang a white sheet opposite your item and project the light onto that surface to brighten the image evenly.

Don't allow sunlight to reflect off the object.

Do use paper, cloth or a blank wall to highlight the item.



4. The problem of mirrors

Nothing ruins an image of a mirror like an out-of-place reflection.

To avoid this, hang a white sheet on the wall opposite you mirror so that the reflection is blank. Or face the mirror towards a blue sky or an elegant and bright interior.

Photograph on an angle as the flash of your camera on the glass will cause a glare.

Don't show images in the reflection.

Do let the frame do the talking.



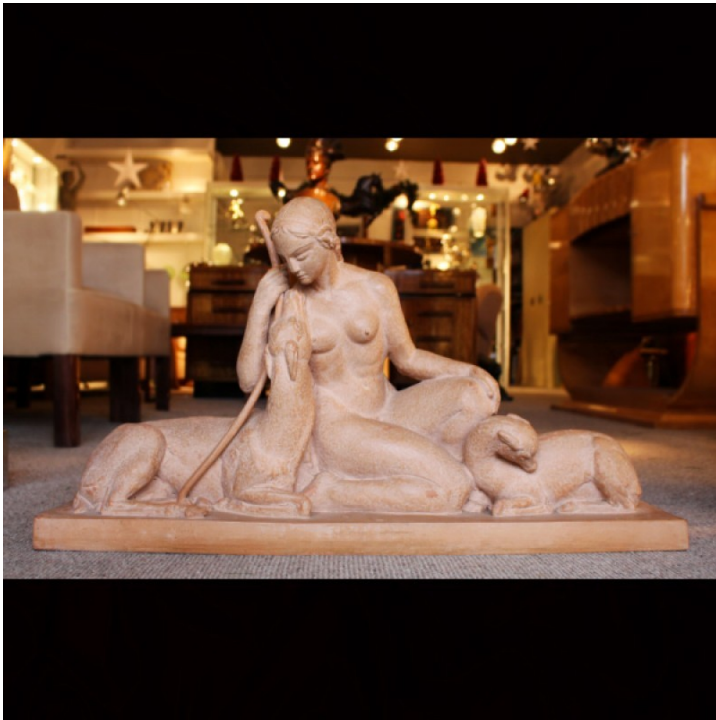
5. Image editing

If the background does not do your item justice, why not edit it?

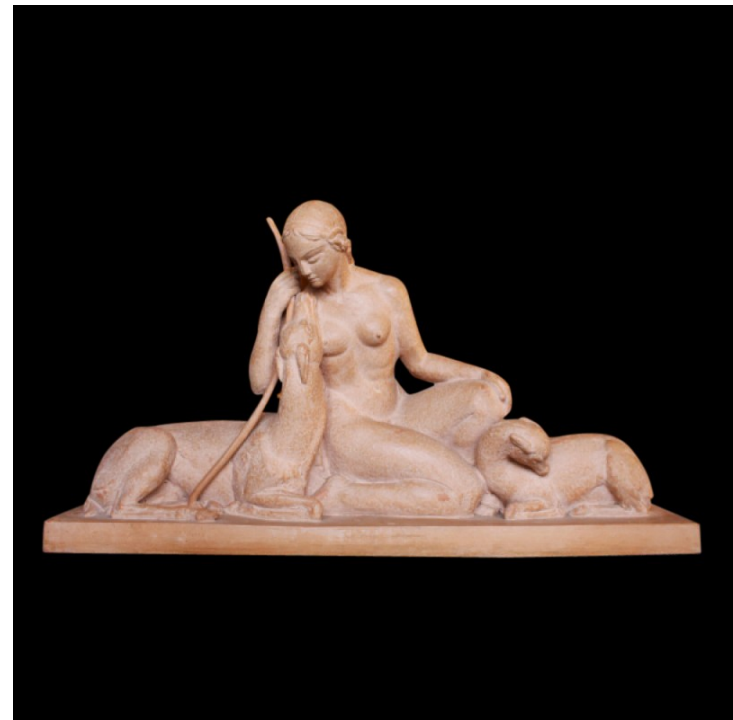
Objects stand out on a timeless white, grey or black background. The buyer can picture it in their own home and the photo can be reused on a variety of online channels.

For example, image editing starts at only 75p per image from LAPADA Service Providers *Image Visions*.

Before



After



Need help? Click [here](#) for a list of Service Providers specialising in digital services and photography.