

BOOK REVIEW

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MOVIE PHOTOS—THE GUIDE TO MARKETING AND PUBLICITY PHOTOGRAPHY

by Alex Bailey, Imagebarn, 2009,
ISBN 978-0955933707,
225 pages,
www.moviephotos.info



Movie Photos was a rare and unique find for me, having been interested in unit stills photography for some time. I stumbled across this book while researching the topic, and soon learned that it's potentially the only one on the market. *Movie Photos* is part photography textbook, part summary of the industry of movie stills photography, part biography of the author and how he found his niche, and part picture book with exquisite and fascinating stills taken directly from sets of major feature films.

Movie Photos tells the captivating story of Alex Bailey's move from corporate/industrial photography through the ranks of assistant and second shooter to landing his own jobs as a unit stills photographer. And while you learn about what technical and interpersonal skills it takes and how to use them, the reader is mesmerized by stunning images of Annette Bening, Renée Zellweger, Jude Law, Cate Blanchette, our own Brad Pitt, and many others. He also includes candid shots of crew and background actors, emphasizing the importance of such photos with respect to the entire publicity and documenting procedure. As an added bonus, Mr. Bailey gives pertinent details regarding the overall progression within filmmaking, from conceptualizing and assembling crew to shooting, wrapping, and marketing. Of particular interest is his supplementing of each image with such details as ISO, lens setting, shutter speed, and aperture—useful information for any photog.

Whether the author is describing shooting on the run next to the Panaflex or positioning actors

for his own special take, *Movie Photos* takes you through the life of one who uses his artistic and technical background to assist in the marketing and promotion of movies and television productions. And Mr. Bailey never lets you forget that this is the primary purpose of the job—to work with a film's PR department, read scripts, and consult with cast and crew to get the shots that make us want to pay admission at the box office. With high production values, absorbing text, and the overall intriguing presentation of the alluring film industry, this is a book that you'll not easily put down until the end.

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