



Fashion photographer **Stephen Ward** has been doing what he loves for years – taking photographs. He doesn't remember not wanting to be a professional photographer. Inspired by Alfred Steiglitz' pictorial biography of his artist wife, Georgia O'Keefe, he has pursued his profession with dedication. He maintains a professional integrity, and believes that art directors and designers should challenge the photographer's creativeness rather than control the creative process. "You will get a great result", says Ward. He has worked with some of the biggest names: Gucci, Harpers Bazaar, The Sydney Dance Company and acclaimed Australian fashion designer Akira Isogawa. Trained in Australia, Stephen worked for 10 years in London with some of the greatest names in photography. Names like David Bailey, Helmut Newton and Paolo Roversi. A believer in pure photography, he doesn't stop at simply capturing the image; the final printed outcome is pre-visualised, down to the look and feel and quality of the surface finish of the selected paper. Recent technological advances, he believes, are great for the profession, and should be embraced by all photographers, but pure photography is in danger of dying unless the profession as a whole makes an effort to retain the craft. Stephen Ward leads the way with this pictorial.

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