

WORKSHOP

## ARCHITECTURAL PHOTOGRAPHY

*How to Tell the Story of an Architectural Building in 10 Photographs*



**by François Servera**

*Architectural Photographer & Architect*

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Architect:

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Project:

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Location:

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Workshop date:

**... /10/2026 - 10:00 - 18:00**

Meeting Point:

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Questions and reservations:

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More about FSP:

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## PART 1

### PROGRAMM

#### 10:00 - Welcome & Introduction

Introduction to François, the participants, the workshop program and equipment

#### 10:30 - Introduction to the Building

The architect, the project, its history, architectural concept, plans and design intentions

#### 11:00 - Coffee + Bretzel

#### 11:15 - Discover the Building Without a Camera

A free exploration of the building to observe its spaces, light, circulation and relationship with its surroundings

#### 11:30 - The Method & The 10-Image Exercise

How to build an architectural photo series: context → façades → interiors → details, with light, composition and people as recurring elements

#### 12:00 - Photography Session with Tripod and Wide-angle lens

Putting the method into practice and photographing the building - Context, Facades, Interiors.

#### 13:30 - Lunch Break

#### 14:30 - Photography Session Handheld camera + longer focal length

Putting the method into practice and photographing the building - Context, Facades, Interiors.

#### 15:30 - Individual Selection

Each participant selects approximately 20 images from their shoot

#### 15:45 - Coffee

#### 16:00 - Group Review & Selection

Each participant presents their 20 images and progressively reduces the series to 10 final images

#### 17:30 - Conclusion & Next Steps

Introduction to the work to be completed at home and the individual follow-up session

#### 18:00 - End of the Workshop

Introduction to the work to be completed at home and the individual follow-up session



**After the Workshop, at home, each participant will:**

Edit their 10 selected images and create their PDF portfolio.



**Individual online feedback session**

A personal feedback session with François will then take place online, directly on the participant's computer: review of the images, editing and retouching, consistency of the series, order of the 10 images, portfolio layout, advice on presenting the work to an architect, ...

***The workshop day is therefore focused on learning how to observe, understand and photograph architecture – while the individual follow-up focuses on refining the final result.***

PART 2

**THE BUILDING**

Architect:

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Project:

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Location:

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## PART 3

## THE METHOD

### General Principle

*Architectural photography is not simply about creating beautiful images. It begins with understanding a building, then building a series of photographs that communicates its concept, spaces, materials, light, and use.*

***Prepare → Understand → Photograph → Select → Tell the Story***

### 0. PREPARE THE SHOOT

#### **Weather**

Check the forecast and expected conditions: sun, clouds, rain, etc.

#### **Timing**

Determine the best time to photograph the building based on the movement and position of the sun.

#### **Orientation / Light**

Identify which façades and interior spaces will be illuminated at different times of the day.

#### **Architectural Concept**

Obtain the architect's intention or, if this is not available, try to understand and interpret the project yourself.

#### **Photographic Intention**

Arrive on site with a first idea of what you want to communicate through your photographs.

## THE 5 CATEGORIES

*2 Photographs per Category*

### **1. CONTEXT - 2x**

#### **Objective**

Place the building within its environment and give the viewer the information needed to understand where it is located and how it relates to its surroundings.

*Recommended equipment: Tripod + Wide-angle lens - for example Objectif 14 - 30mm*

### **2. FACADES - 2x**

#### **Objective**

Move closer to the building and isolate it from its surroundings in order to reveal its architecture, volumes, proportions, and relationship with the ground or landscape.

*Recommended equipment: Tripod + Wide-angle lens - for example Objectif 14 - 30mm*

### **3. INTERIORS - 2x**

#### **Objective**

Enter the building to reveal its spaces, their organization, the relationships between rooms, circulation, and the overall atmosphere.

*Recommended equipment: Tripod + Wide-angle lens - for example Objectif 14 - 30mm*

### **4. FACADE DETAILS - 2x**

#### **Objective**

Reveal what characterizes the architecture at a closer scale: materials, joints, openings, textures, construction elements, and architectural details.

*Recommended equipment: Handheld camera + longer focal length (e.g. 50 mm)*

### **5. INTERIOR DETAILS - 2x**

#### **Objective**

Reveal the finer qualities of the project: materials, light, furniture, characteristic elements, and details that contribute to the identity of the space.

*Recommended equipment: free hand + Wideangle objectif (for exemple Objectif 50mm)*

## CROSS-CUTTING ELEMENTS

*These elements are not separate categories. They can be considered within each of the five categories.*

### **Human Presence**

Provide a sense of scale, show how the building is used, and create an atmosphere.

### **Light**

Observe and make use of natural light, shadows, contrasts, and atmosphere.

### **Point of View / Framing**

Choose where to position yourself and consider why this particular viewpoint allows you to communicate the project more effectively.

### **Composition**

Organize the elements within the frame to guide the viewer's eye and make the architectural intention clear.

## **The Final Goal**

***The final goal is to select 10 complementary photographs:*** *two photographs from each category – context, façades, interiors, façade details, and interior details – with each image providing different information.*

*The 10 photographs should work together as a small story: each image prepares the viewer for the next, while the series as a whole allows them to understand the building, its atmosphere, and its concept.*

***A good series does not show everything. It shows what is essential.***

## PART 4

### IS THIS WORKSHOP FOR YOU?

#### WHO IS THE WORKSHOP FOR?

- You are already an experienced photographer and want to enter the world of architectural photography.
- You already have a solid technical level and are a semi-professional or professional photographer looking to develop a new specialization.
- You want to learn a structured method for photographing architecture and creating a coherent photographic story.
- You want to develop your own approach and improve your ability to understand, observe and photograph architecture.

#### WHO IS THE WORKSHOP NOT FOR?

- Complete beginners in photography who are still learning the basics of photography.
- Photographers looking for a basic photography course covering camera settings, exposure or composition from the beginning.
- People looking for a purely technical course focused only on camera equipment or post-processing.
- Anyone expecting a passive experience — the workshop is hands-on and requires active participation throughout the day.

#### RECOMMENDED EQUIPMENT

-  Camera body
-  2 lenses: Wide-angle lens (e.g. 14–30 mm) + Standard lens (e.g. 50 mm)
-  Tripod
-  Laptop

## PART 5

## WORKSHOP FEE

**€500****per participant · full-day workshop**

*The workshop is designed as an intensive, hands-on day dedicated to architectural photography.*

**INCLUDED**

-  Full-day architectural photography workshop
-  A complete 10-image architectural photography series
-  Practical shooting session on a selected building
-  A structured method for approaching and photographing architecture
-  Personal guidance and feedback throughout the day
-  Workshop PDF & photography method
-  Coffee breaks
-  Building entrance fees, when applicable
-  A selection of your photographs reviewed during the workshop
-  A PDF portfolio of your final series
-  Individual online feedback session after the workshop
-  Personal guidance and feedback throughout the day

**WHAT YOU BRING**

You bring your own camera equipment and laptop.

The workshop is focused on developing your photographic approach, not on teaching the technical basics of photography.

**LIMITED PLACES**

To keep the workshop personal and allow enough time for individual feedback, **places are limited to a small group of participants.** No previous experience in architectural photography is required, but a good understanding of photography and your camera is expected.

***Book your place!***

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