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LIVE FOR PHOTOGRAPHY *fall 2011*

PHOTO. VIDEO. LIFESTYLE

◀ **BIZ:** SOCIAL MEDIA DICTIONARY

YOUR GUIDE TO NAVIGATING THROUGH THE SOCIAL MEDIA LANDSCAPE. **PAGE 28**

◀ **TECH:** WHAT'S IN VINCENT LAFORET'S CLOSET

SOME THINGS YOU'LL EXPECT AND SOME YOU DON'T...AND THOSE ARE ON **PAGE 52**

◀ **PRO:** JEFF KATZ ON PRINCE

PHOTOGRAPHER JEFF KATZ DISHES OUT HIS EXPERIENCES WITH PRINCE. **PAGE 60**

◀ **RISE:** LIGHT PAINTING EXPERIMENTS

IVAN OTIS CHALLENGES YOU TO ATTEMPT HIS LIGHT PAINTING TECHNIQUES. **PAGE 84**

CHICKS WITH GUNS

A TOPIC LINDSAY MCCRUM EXPLORES FOR HER LATEST PHOTO ESSAY. **PAGE 90**

THE MEDIA EMPIRE OF CHASE JARVIS

THE PHOTOGRAPHER WHO CRACKED THE MEDIA DA VINCI CODE. **PAGE 102**

INTERNATIONAL STUDIO GUIDE 2011

THE PHOTO WORLD GOES BEYOND YOUR HOMETOWN. GO EXPLORE. **PAGE 115**

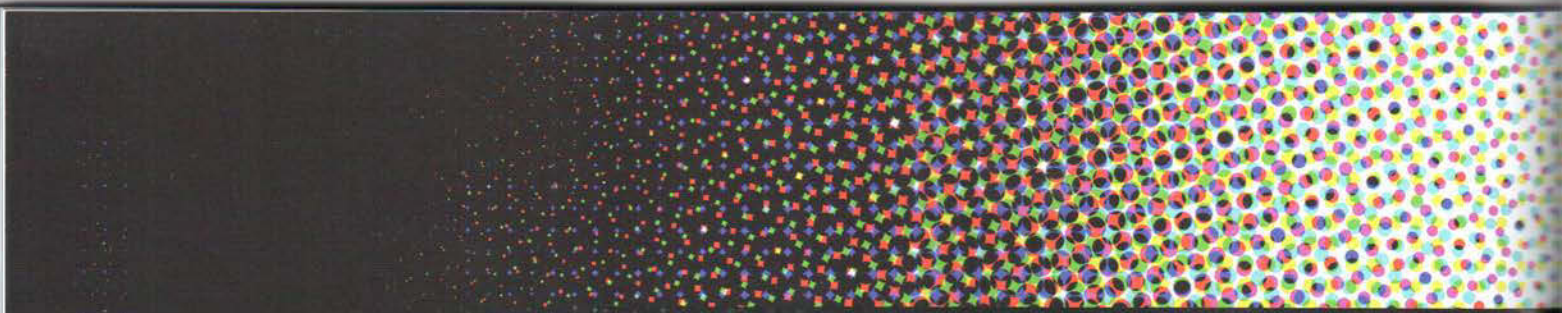


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Chase Jarvis

*By Matt Borkowski Photos courtesy of Chase Jarvis
Portrait illustrations by Thiago Alô*



Photography

The term “one-man empire” is a phrase that gets thrown around more frequently than it should; however, in the case of Chase Jarvis, it’s hard to find a more fitting description. The Seattle-based photographer has seen his profile skyrocket in the past few years, thanks to his efforts to mix photography and social media. A videographer as well, Chase has capitalized on the boom in popularity of many of the social media outlets such as YouTube, Twitter and Facebook. He recently took some time out of his crazy schedule to tell us how he’s found himself in the forefront of photography and what he’s done to get there.

A self-taught photographer, Jarvis considers himself to have been “a pretty creative kid,” though his path toward photography was a bit of a bumpy ride. He grew up in an environment where cameras were commonplace. “Both my father and grandfather were hobbyists [...] but I had always had a great curiosity about photography on my own,” said Jarvis. “As an adolescent, I started feeling the social pressure [of choosing a career]. I was on a soccer scholarship for college, and I enrolled in a PhD

of Philosophy program with the intentions of attending medical school after graduation.” Still enamored with the arts, he struggled internally to reconcile his passion for photography with his seemingly chosen career in medicine. With a little schooling in his senior year remaining, Jarvis’ life took a sudden and unexpected turn. “A week before my graduation, my grandfather died, which was horrible,” he explained. “[The] one thing that came out of all of this was that my grandfather had willed me his camera. Since I had always had a huge curiosity [for photography], I took [his] passing and leaving me his camera [as a sign] and ran off to Europe for six months. I photographed the world, fell in love with the camera, and realized that it was something that I wanted to pursue. When I came back to the U.S., I didn’t want to get a real job, so I moved to Colorado to figure everything out. That’s where I really started photographing things like skiing and snowboarding—all the things that I love to do. It just so happened that before I knew it, I was licensing my images to some of the best ski and snowboarding brands in the world.”



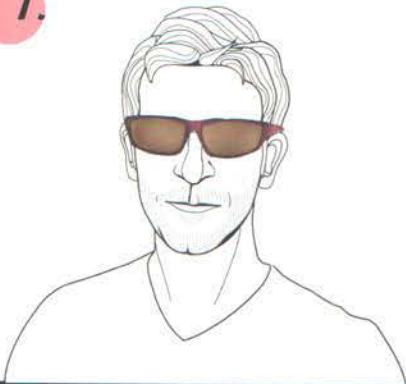
"I pinch myself every damn day. It has been a dream so far."

Not to be academically deterred (and still unsure of whether to commit 100% to his art), Chase re-entered college to "but after two years of learning about dead white guys in a PhD program on philosophy, I kind of asked myself, 'What am I doing here?'" Chase again left school, though this time, for good. "I quit cold turkey to pursue my passion, and I haven't looked back since," he said. "I've been able to parlay [photography] into a beautiful living. I get to travel the world 150,000 miles a year... I pinch myself every damn day. Someone is going to figure out that I'm not qualified at some point," joked Chase, "...but it's been a dream so far."

Now, Chase's ascension in photography was not without years of effort and sacrifice, but his way to the top has been truly a path of his own. The "one-man empire" has so successfully utilized social media, software and the Internet to expand his brand that we had to know more. In the next pages, you'll read about his many endeavors, including his role in the hugely popular Best Camera application for Apple's iPhone, his partnership with Livebooks for his website, and his popular web series, *Chase Jarvis Live*. We'll also get Chase's opinion on everything from the importance of social media to the gear he couldn't live without.

How to be Like Chase Part 1

1.



Wear Electric Sunglasses

2.



Use Old Polaroid Cameras

3.



Drink Original Martinis

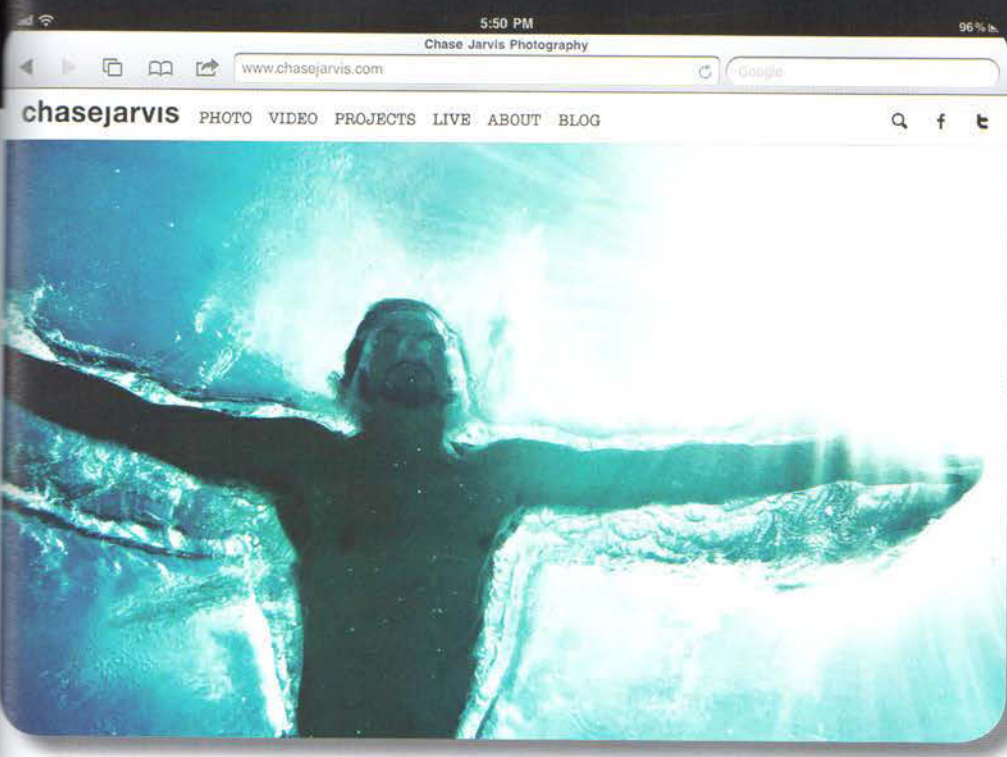


Chris Jordan on Chase Jarvis LIVE
Meet Lindsey
Updated - Aerial New Zealand images
Photo Geek History Lesson

Website

In today's world, a photographer's website is as essential as their portfolio or CV. Knowing this, Chase Jarvis formed a partnership with Internet-based website creator, Livebooks, to set his site up for success. "I originally gravitated to Livebooks years ago, because when people are looking to hire a commercial photographer for a campaign, they're looking through thousands of photographers' work to find the right person for the job. The one [piece of feedback] that I've heard time over time from people is that they want to see big images—fast." An avid videographer and director, Chase saw this partnership as an opportunity to consolidate all of his eggs into one basket. "It's continued to evolve with Livebooks' Scaler styled site," he explained, "and their ability to let you implement video was attractive, as well. Having all of that presence within the Livebooks framework, and more importantly, having the ability to edit anything on the fly from any location in the world has proven really useful." In a world

where immediate communications rules the day, having the ability to change anything spontaneously has made Chase's one-man media empire thrive. "We find ourselves traveling all the time, and needing to change things for different clients," he said while picking apart his own usage of the site's features. He eagerly anticipates the arrival of HTML5 as a part of Livebooks' framework, which now allows his site to be optimized for mobile devices such as Apple's iPad. "I'm excited to see what [they] do with this. I've been getting a lot of feedback that having a good, clean mobile version of your website optimized for these devices is important, and I'm glad that Livebooks has jumped on this. Technology doesn't stand still; things are always moving. It's nice to be part of something dynamic that's constantly in development, and it's clear to me that they have photographer's needs in mind." that they have photographer's needs in mind."

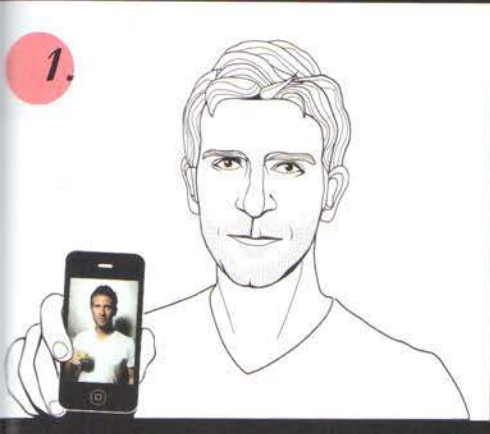


As a self-admitted “voracious consumer of content,” a foray into a new platform like the iPad seemed like a fairly natural move for Chase Jarvis. He’s always got his own iPad near his side, and the boom the device has created over the past few years (essentially defining the tablet marketplace for consumers) made him inclined to take advantage of all of the iPad’s functionality and interactivity. After successfully working with Livebooks on his website, his decision to partner with them again was an easy one. Andy Patrick, President and CEO of Livebooks described the venture as being a “total collaboration with Chase and his team,” and went on to explain that the system “[was] developed to leverage best practices of UI/EX specifically for the iPad, [while maintaining a similar functionality than on] a traditional website. We [wanted] to assure that the user could easily navigate within the specific landscape of an iPad, while providing total continuity with Chase’s brand experience elsewhere online.” Patrick said that brand consistency across platforms cannot be understated.

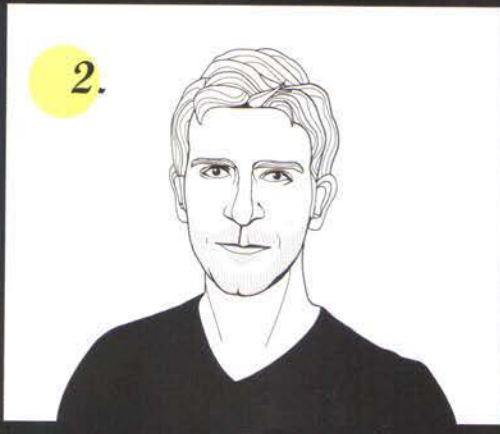
“The branding experience is seamless, so that you never feel as though you have left Chase’s world—which is critical for all businesses from a branding perspective.”

The good news is that the framework that was created with and for Chase’s iPad site is now available to any Livebooks subscriber. “Chase’s iPad site is unique and custom to Chase and has been developed as a prototype for all Livebooks customers. Just like our current iPad and iPhone sites, this new option will be included free with the standard Livebooks subscription,” explained Patrick. “The new sites will be informed by Chase’s site but not exactly like it of course,” he went on to say. He added that the development process had been great: “Working with Chase and his team, as [one] might imagine, is an experience in and of itself. Chase is crazy innovative, lively, fun, and technically savvy; we exist for our clients, and encourage an ongoing dialogue so as to keep making the product better, faster, cooler.”

How to be Like Chase Part 2



1. Use an iPhone



2. Wear Black Shirts



3. Use a Nikon D3s

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Chase Jarvis TECH: Complete Workflow for Photo and Video
 From achaser123 1 year 21,2016 1,887,877 views
 Photographer Chase Jarvis shares his complete workflow and tips for every stage of the photo, edit, and video shoot. This 10:22 min video takes you from camera to archive and gives you a complete workflow that you'll never want to skip.

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Profile

Name:	Chase
Channel Views:	321,487
Total Upload Views:	6,489,019
Age:	40
Joined:	Nov 8, 2006
Latest Activity:	7 hours ago
Subscribers:	25,153
Website:	http://www.chasejarvis.com

This is the hub for award-winning photographer

Recent Activity

- achaser123 Order to Chaos: my favorite 60 pictures out of 21,000 from a single night <http://bit.ly/pe5514> (7 hours ago)
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- achaser123 Photographer Chris Jordan will change the way you see the world. LIVE TODAY on #GLIVE: Get a free signed book NOW by spreading the word: <http://bit.ly/pe0P2v> (1 day ago)
- achaser123 Landing a photo agent & what's it like working with one. Lots of insight <http://bit.ly/pejze15> (1 week ago)
- achaser123 Required reading: 10 books to re-charge & ignite the creative mind <http://blog.chasejarvis.com/blog/2011...> (1 week ago)

Subscribers (25153)



Ahh, YouTube. We've all got our favorite videos, from the *Tron* guy to the girl falling on grapes—the site is a great source of entertainment. Aside from odd home movies though, there's a whole other world of possibilities. Social media whiz, photography's own Chase Jarvis has certainly harnessed the ability to maximize the broadcasting website to its fullest potential. With over six million total upload views on his channel (achaser123) and nearly 26,000 subscribers, the world of videography and live online broadcast is seemingly a stroll in the park for the man we nicknamed a one-man media empire. Though his first videos on YouTube were uploaded with few expectations, something seemed to have clicked in his early viewers' minds. "I saw that after a weekend of putting up a few videos [on YouTube], they had received around 30,000 views, and I realized that people were hungry for this stuff," said Chase. It's this hunger that

fuels his increasing popularity on the Internet; that same popularity has allowed him to continue to broaden his audience by incorporating behind-the-scenes, tech reviews, discussions with photographer friends, and other original video content. Additionally, viewers are treated to his live broadcast web series, *Chase Jarvis Live*, as part of his YouTube reel.

The director, photographer, and all-around artist has captured the public eye (and more importantly, attention) with his unorthodox methods of distribution of content. With the publishing marketplace changing rapidly from print to digital, and considering how closely intertwined the worlds of film and photography are becoming, labeling Chase as a pioneer certainly doesn't seem far from the truth.

Chase Jarvis Live

The process of distributing digital content from one source to another has certainly changed over the past few years, with one of (perhaps the largest) influence being live media broadcast (or, in other words, streaming video). One person who seemingly had his finger on the hot key at the perfect time just happened to be (who else?) Chase Jarvis. "I've always had my eyes and ears to the ground when it comes to live broadcast, and as soon as [it] was a possibility, I broadcasted a live commercial shoot. It was very rudimentary, [but] I'll be damned if 20,000-something people didn't watch it." Not too shabby for something self-described as simply pointing his computer's built-in webcam toward the action and letting it roll. "We'd go over and talk every once and a while when we had some free time during the shoot," joked Chase about this early experience. However, what started as a shot in the dark rapidly took a like of its own. The videos turned people's initial inklings of interest in photography and videography into something tangible that they could see and interact with. Chase saw his immense rise in popularity on YouTube as vindication and started *Chase Jarvis Live*.

Live is a streaming webcast (shot in a rather vintage manner in black and white) that gives Chase a dedicated platform to share his work, tips and tricks, behind-the-scenes, and, most importantly to him, to bring attention to emerging artists. Whether they are photographers, musicians, or anything else he might find interesting, creating conversations about the arts and utilizing the outlet of live media broadcast to do so is key. "One thing that I noticed was the rabid conversations in chat rooms and on Twitter—it was eye-opening. Learning how to be a photographer or model or stylist is tough, and these conversations happened to be the best way for people to see how that happens." It's these exchanges that Chase described as transitional, because they create live and ever-changing communities of people in one concentrated place to discuss one simple thing: their love of the arts.



chasejarvis

PHOTO VIDEO PROJECTS **LIVE** ABOUT BLOG



Guests on Chase Jarvis Live



A PHOTOGRAPHY CONVERSATION WITH ZACK ARIAS (JULY 10, 2010)

A CONVERSATION WITH JASMINE STAR (AUG. 24, 2010)

A CHAT WITH PHOTOG PENNY DELOSSANTOS & FOODISTA.COM'S BARNABY DORFMAN (SEPT. 10, 2010)

PHOTO / VIDEO WORKFLOW & BACKUP REDUX (SEPT. 28, 2010)

PHOTO PLUS EXPO KEYNOTE (WITH SPECIAL GUESTS) (NOV. 2, 2010)

A CONVERSATION WITH JEREMY COWART (DEC. 2, 2010)

A CONVERSATION WITH VINCENT LAFORET (MAR. 14, 2011)

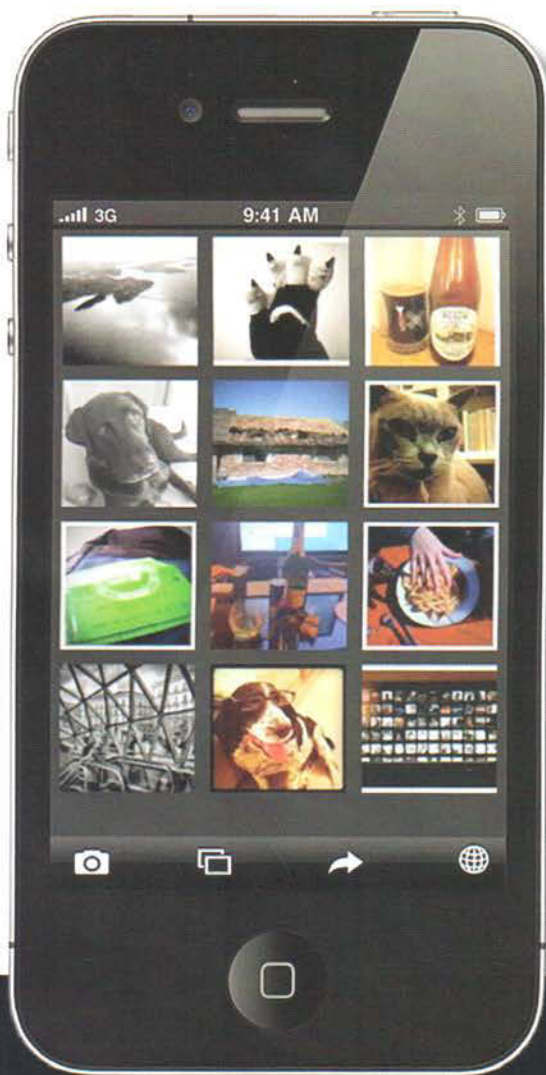
INTERVIEW W ART DIRECTOR JASON SUTHERLAND (APR. 11, 2011)

WE ARE AUGUSTINES (MAY 5, 2011)

AN INVITATION TO HANG (MAY 15, 2011)

SIR MIX-A-LOT (JULY 27, 2011)

TIM FERRISS (AUG. 18, 2011)



Visualizer

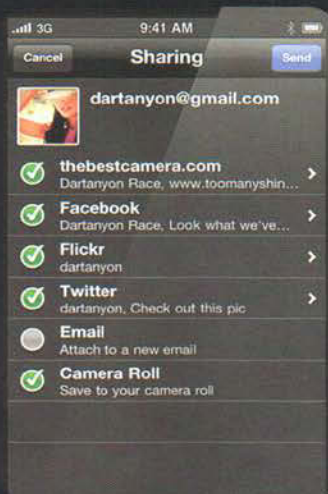


Filters

Best Camera App

When Apple implemented the App Store into iOS for the iPhone two years ago, many saw the first photography apps as a hobbyist's or recreational photographer's tool. Chase Jarvis instead saw this as an opportunity to take his love of photography and share it with the world. "There were already about twenty or thirty thousand photography apps when we decided to make our own, but there wasn't a single one of them that allowed you to share images right from the app. To me, that was crazy. It was really awkward, and non-linear, to have to use four or five different apps to share my work. I basically ended up contracting somebody to help build the app, and that was it."

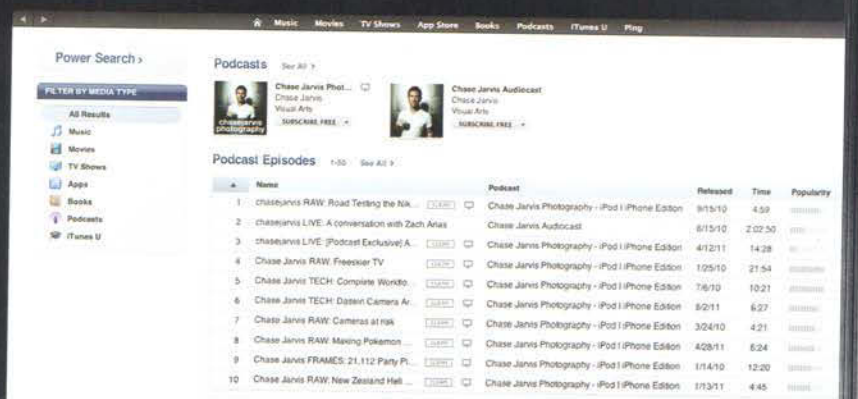
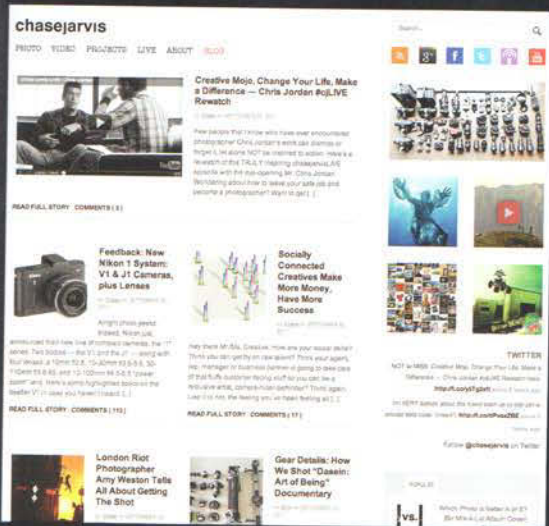
Chase says it's hard now to see his work and development with Best Camera as revolutionary, but two years later, photo sharing apps have become so mainstream that entire exhibitions are dedicated to work shot on the iPhone. "The thing that I'm most proud about with Best Camera is that it came from a place of pure, raw creativity. [The iPhone] changed my life. I mean, here I am traveling around with crews of thirty, forty-plus people where we go to New Zealand to take six pictures. [But] with the iPhone, I am able to be creative every minute." Best Camera has been so successful that even Apple's current CEO, Tim Cook, lists it as one of his "must-have" apps—and it all started with Chase's initial thought that sharing photos (and life) should be easy, fun, and accessible to everybody.



Share



Filter Dock



Social Media

Whether or not people willingly admit it, virtually everybody uses some form of social media on a daily basis. It could be Facebook, Twitter, or any other of the multitude of outlets designed to help share our lives with others, and for Chase Jarvis, this is his an integral part of his life. Considered somewhat of a pioneer in respect to merging the two worlds of photography and social media, Chase didn't always feel as though he was trailblazing the path that seemingly every other photographer uses today. "Social media is a tool, it's not a solution in and of itself. At first, I felt almost vilified sharing information [about photography], because it was still sort of taboo. I guess I was transparent before it was cool to be [that way]. I wanted to share what it was like to travel and shoot for a living, be it the good stuff or the bad stuff. I really found that sharing through these media outlets was yet another opportunity for me to be creative, and when something like that catches on, good things happen." The initial opinions he garnered from fellow industry professionals, however, were at times scathing. "A certain section of my peer group felt that somehow, [by sharing insider information], I was taking money off of their table and putting it in the hands of an eighteen-year-old with a DSLR. Their anger was displaced, and I think that after a few years, they were able to understand that this was going to be the norm [with information moving faster]." Chase isn't picking any bones; he candidly stated, "Ultimately, all I really did was use social media to feed content into these channels

of information. I was giving information away, whether it was about other photographers or artists who were inspiring my work or techniques that I was learning. I wanted to share these things in an attempt to broaden the spectrum of conversation within the arts." That he did; with over six and a half million total views on his YouTube account (which now is the home for behind-the-scenes footage, tips, and his own web series *Chase Jarvis Live*), upwards of 50,000 "Likes" on his official Facebook page, 73,000 Twitter followers, and 2 million unique visitors to his blog, the one-man media empire has seen his brand grow exponentially since its inception.

Chase agrees with the common consensus of many industry professionals that social media will change over the next few years, though he feels that its best years are yet to come. The one guarantee, for all intents and purposes, is that he is certainly poised for success in this time of change. By being an (very) early and enthusiastic adopter, Chase has increased his profile and has become one of the most followed photographers in the world. The magazines and advertisers he shoots for know that working with him not only get them great images but also an added and built-in media exposure thanks to Chase's extensive in-house coverage. At the end of the day, it's all about using social media to put his work and inspirations out into the world.

chasejarvis

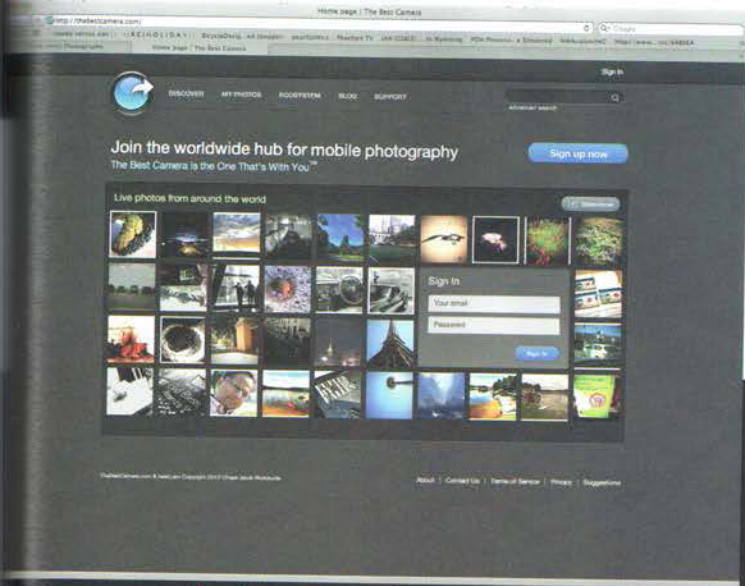
PHOTO VIDEO PROJECTS LIVE ABOUT **BLOG**

Chase Jarvis Gear I use

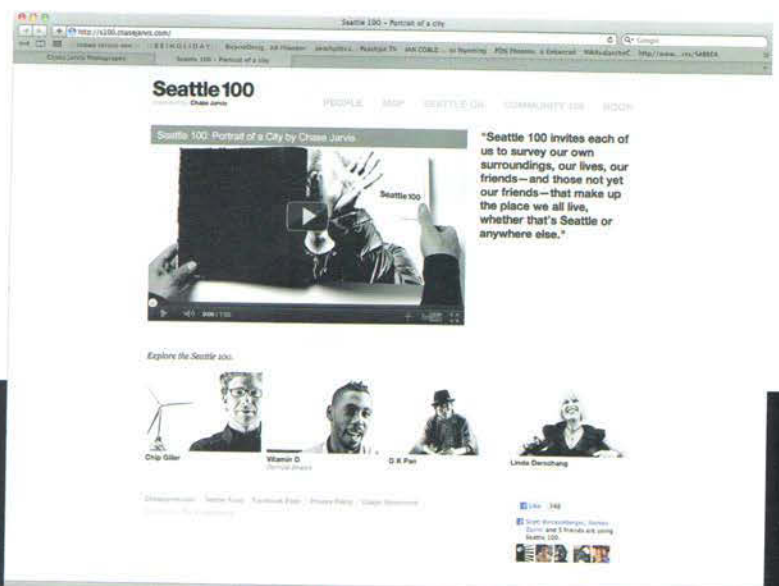
"His approach is to use anything that is the best fit for the job at hand."

Chase is so passionate about his gear that he has a whole section dedicated to it on his blog (click on the "Gear I Use" photo for info on what he uses and how he uses it). Right now, he's loving the Nikon d3xs and D7000, mixing them with some Fuji X100 for good measure. For lights, he often goes with Broncolor and Chimera, and his videos are shot on a Canon 7D. The man is not a label whore, though: his approach is to use anything that is the best fit for the job at hand. In addition to his everyday experience with cameras and photographic gear, Chase is constantly testing new products and featuring them in his web series, Chase Jarvis Live. But as many know, it's not always the latest and greatest gadget that makes something a "must have" for photographers. I had a chance to ask him what the intangible, can't-live-without items were in his bag of tricks. "I've almost always got my iPhone with me, [and] I really get a lot of use out of my iPad. It's light and fast; I'm on the move constantly and I'm a voracious consumer of content, be it photography, or media, or books, so to be able to consume that content in that manner, you really can't beat it." As expected for such a high profile tech whiz, Chase's got all his "i-Devices" covered. But it's not only new technology he uses, he also carries around a few Polaroid cameras. "Any of the 600 Series, really; one that's not always with me is a 600 SE. It's based on an old medium format body, and it's so gorgeous. It's kind of big and unwieldy [so] I don't really travel with it all the time." The varying technological capabilities of his can't-live-without items make Chase's bag a pretty motley crew of equipment, but it's this kind of eclecticism that makes his work so different. In fact, this digital guru recently participated in the Made in Polaroid exhibition at the Phillips de Pury Gallery in New York City.

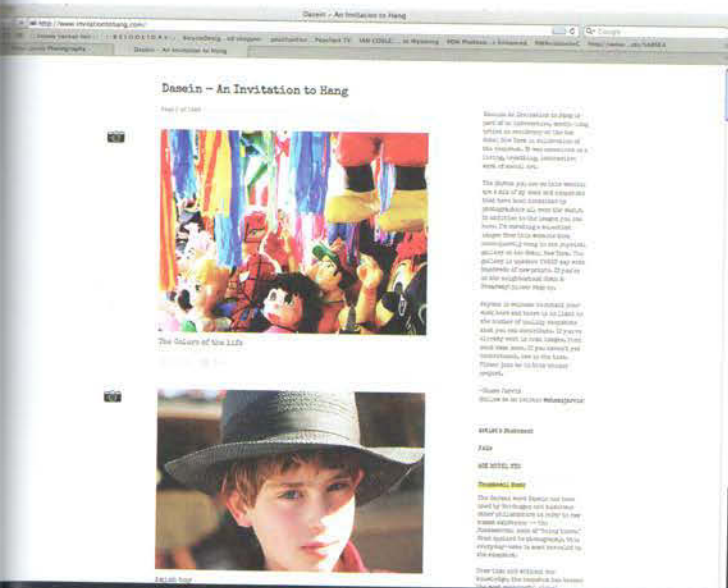




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