



Rob Whitworth

## Introducing Rob Whitworth 'A Spring Professional'

Rob Whitworth is a British photographer now based in Singapore. He is the creative talent that developed the dynamic time lapse images that features in the new Spring Professional short film. Rob exemplifies how a professional works and operates.

"I am fascinated with the idea of using photography to show the world around us as we cannot see it. One of my earliest black and white photography projects was to document the passing of time using still life sets - photographing flowers and fruit in their prime, and then re-shooting them several weeks later as they changed.

When shooting time lapse you record something that is invisible, with the scene revealing itself at hundreds of times the speed of reality. It's essential to research your subject to know as best you can what is going to take place, and hopefully when. But then the unexpected often happens....getting caught up in a storm....or a drastic change in lighting.

I love how time lapse, whilst being creative, is also a very technical art. Logistics are crucial, as is being proficient with your camera gear. The very nature of shooting continuously over a number of hours leaves no room for error.

2013 is a great time to be a professional photographer. Changing technology means that what was impossible only a few years ago, is now very achievable...and very exciting. I revel in the possibilities of digital post production and being in control of the complete process from shooting to computer based editing.

Both in camera and digital zooms were used in the Spring Professional film to create the effect of roving Asia's cities to replicate the company's continuous search for talent. My aim was to take the viewer on a dynamic journey in selected Asian cities, communicating the fast pace of change in the region. I introduced busy city scenes and then singled out individuals within these scenes. Focusing on where the audience is looking is a crucial part of creating a film. The Spring iconography enabled this to be achieved in a very graphical way, which in-turn created the freedom to carry out rapid camera movements and transitions whilst maintaining focus."