

Photo Involve!

A Day of Image Review and Hands-on Workshops

Saturday, September 14, 2019



Will Cadena

Workshop: You Only Get One Shot

How to use the “film days” mentality to shoot less, and make more money.

In this class Will will teach you how to choose your shots wisely and get the most out of each image. You will see how he can make one shot work for the album, wall art, and the vendors, just by getting the right angle and lighting.

Students should bring

- one body (camera)
- 2 lens (16-35mm) and (70-200)
- of camera flash (speedlite/strobe)
- softbox box or umbrella

Will Cadena's Bio

Will Cadena is a photographer who combines a modern, edgy look with traditional photography. His experience has given him the knowledge of traditional photography, and the skills to know when and how to break those traditional rules and deliver a whole new look to his images, without retouching. He has been a member of the Professional Photographers Association and Wedding & Portrait Photographers International for many years. He has been photographing clothing campaigns, high profile events, and much more for over a decade and a half, both here in the US and around the world.

As Cadena continues to grow as a photographer, he is also growing as an educator and influential part of the photography community. He was one of B&H's featured photographers. He sees "paying it forward" as an important role of more seasoned photographers. He often talks about how he, himself continues to attend workshops because there is always something to learn. For this reason, he truly enjoys and values his opportunities to speak for some amazing companies, in amazing places! These include the Canon Experience Center in California, Album Epoca Academy in Italy, Fundy Inspiration Workshop to Inspire Disney's Fine Art photographers at Disney World, WPPI in Las Vegas, ShutterFest and Photo Plus in New York.

Cadena is honored to represent some of the top companies in the industry, and proud to be working with some up and coming companies, as well! Some of the companies Will is associated with are Westcott, Wacom, Graphi Studios, Think Tank Photo, Canon USA, Elinchrom, Song Freedom, Fundy designer, ProMediaGear, Sekonic, XRite and Phottix.

When asked "What do you like best about the job?" Cadena replies "...exploring new locations and enjoying the beauty of the people and their surroundings...knowing when the client sees their images they are 'wowed' and beyond satisfied. I would have nothing less."

His inspiration comes from all around him, as he loves to travel, dance, learn many styles of hand to hand combat, including Russian Systema and Krav Maga martial arts, and seek out new adventures all the time.

Teacher biography

Will Cadena is a photographer who combines a modern, edgy look with traditional photography. Shooting for over 19 years, has given him the experience to break the rules of traditional photography and deliver a whole new look to his images without retouching. He has been a member of the Professional Photographers Association and Wedding & Portrait Photographers International for many years. He has been photographing clothing campaigns, high profile events, and much more for over a decade both here in the US and globally.

Social Media

- www.Facebook.com/WillCadena
- <https://www.instagram.com/willcadena/>

#WillCadena

Website

- www.WillCadena.com