

13–14.

CASE STUDIES

PART 1:

PHOTOGRAPHING ALICE WATERS

PART 2: DIGITAL

POST-PRODUCTION

CHAPTER REVIEW

“When we were talking about doing a new shoot for the MasterClass, Alice Waters’s name came up. I got excited because I wanted to go back again and tackle the idea of how to take a photograph of Alice.”
—Annie Leibovitz

Annie photographed Alice Waters many times over the years, but she never felt that she had made a truly successful portrait.

Alice is a pioneer of the farm-to-table food movement and a fellow MasterClass instructor. She has been photographed often in a garden, and Annie herself had photographed Alice in an apple orchard. This time she began thinking of Alice’s emblematic status. Posters for the Victory Gardens of the two world wars in the 20th century were considered. Annie also began looking at Julia Margaret Cameron’s portraits of women and discovered that the one that seemed most like Alice was in fact Alice Liddell, the model for *Alice’s Adventures in Wonderland*.

SUBCHAPTERS

- Building the Concept
- Inspiration
- Preproduction
- Music
- Lighting
- After the Shoot
- The Screen vs. a Print
- Color Temperature

The element that became most significant in the shoot was a peach. Alice had written about peaches in a recent memoir and peaches seemed to suggest her sensual qualities. Just the right peaches were obtained with some difficulty. The shoot took place in Alice’s front yard in Berkeley, California, with Edith Piaf singing in the background. The light that day was bright, but Annie tucked Alice into the shade of a bush. She held the peach.

Annie edits the contact sheets for the entire shoot and pares them down. When she works with the technician on the computer she tries to emulate the color and light that she saw in person. She does not want to see the strobe. She tries to strike a balance of color and light to create the most natural-looking image.

Editing the photo may never feel finished. Annie talks about there being another thing she might want to change, but she’s not sure what that would be.

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LEARN MORE

- When Annie was brainstorming concepts for her most recent shoot with Alice Waters, she referenced [posters from World War II](#), prompted by Alice's discussions of Victory Gardens. Can you see the influences of these historic posters in her image?
- Read the article that accompanies Annie's photo, "[Alice Waters on the Persuasive Power of the Peach.](#)"

ASSIGNMENTS

- If you think it might be helpful, create a playlist for your next portrait shoot. You might begin by asking your subject what genres and artists he or she likes. Try to add songs that you also enjoy. You can make this a collaborative exercise as well; ask your subject to send you specific songs he or she would like to hear or songs that would make them comfortable on set.
- Reflect on your experiences shooting various subjects throughout Annie's MasterClass. What did you learn? Which photographs are you most proud of? Make a selection of your work for your portfolio. When choosing images, consider the following questions, along with any others you feel are important: What makes the photo compelling? What about the framing and composition speaks to the viewer? What does the photograph express about the subject? Why is the photo special to you? What about the shoot do you remember most?
- Consider sharing your portfolio in [The Hub](#) with your classmates, and offering feedback on theirs. Try to be as honest and constructive as possible.

PHOTO INDEX

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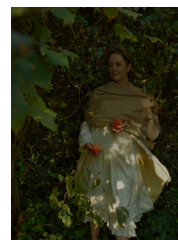
Alice Waters

*Rocktown Apple Orchard, New Jersey,
1998*



Alice Waters and Fanny Singer

Gillette, New Jersey, 2015



Alice Waters

Kensington, California, 2017