GERARDO SUMANO
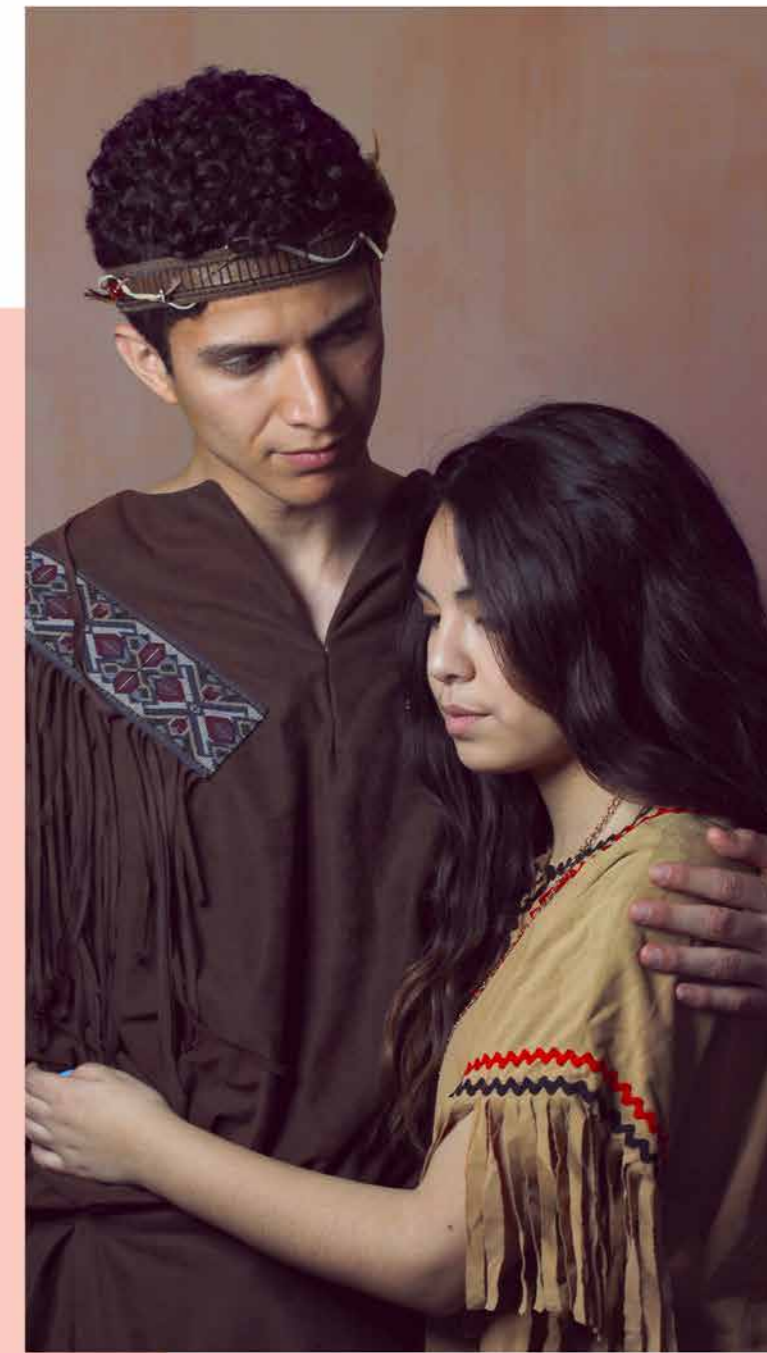
PHOTO DESIGN

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Bannack
Portraits

There is beauty inside everyone of us. I truly believe that the human beings are the most wonderful creation of them all. Portraying this amazing creation is one of the most beautiful things that can be done by a photographer. There is many ways to do this and great artists can find the beauty in every single person and convert that into art. There are not words that can describe the beautifulness of the human beings.

DELICACY

Beauty can be
found anywhere you look

Capturing
Products

Companies are always looking to display their products in a way that people want to buy them. Good product photography is one of the strongest secrets of marketing and one that has great impact in the purchase of the product the company is trying to sell. The pictures need to represent the theme of the company and it need to be directed to a certain group of people.

Finding new perspectives

This amazing machine transforms ideas into words

GERARDO SUMANO **I PHOTOGRAPHY I** GRAPHIC DESIGN

This type of photography is not showing what it is in front of you but it is also about selling and marketing. It is all about making people want to have what you are showing them through an image.

Reflections
portraying people

Portraying people is one of my favorite things to do. Depicting the best inside every person is an art. Taking a picture of a person can be seen as an easy task. However it is not. There are many things involved when taking a picture of a person. The picture needs to tell something and be captivating. I do believe that anyone can take a picture of a person. But making it interesting I don't think there is a lot of people that can accomplish that.

FRIENDS

WHEN YOUR
HAPPINESS
IS SOMEONE
ELSE'S
HAPPINESS THAT IS
LOVE
—

-LANA DEL REY

"We have nothing to lose, nothing to gain, nothing we desired anymore except to make our lives into a work of art."

-Lana Del Rey

PHOTOSTUDIO

ARIANA
WINDHAM

The
Outdoors

Nature can bring inspiration into our lives. There are always new things to see and discover and even in the most tiny things beauty can be found. There are many things that we don't appreciate because we are so used to live around them. However, even in things that we can think that are insignificant, we can find the beauty and inspiration that we are looking for.
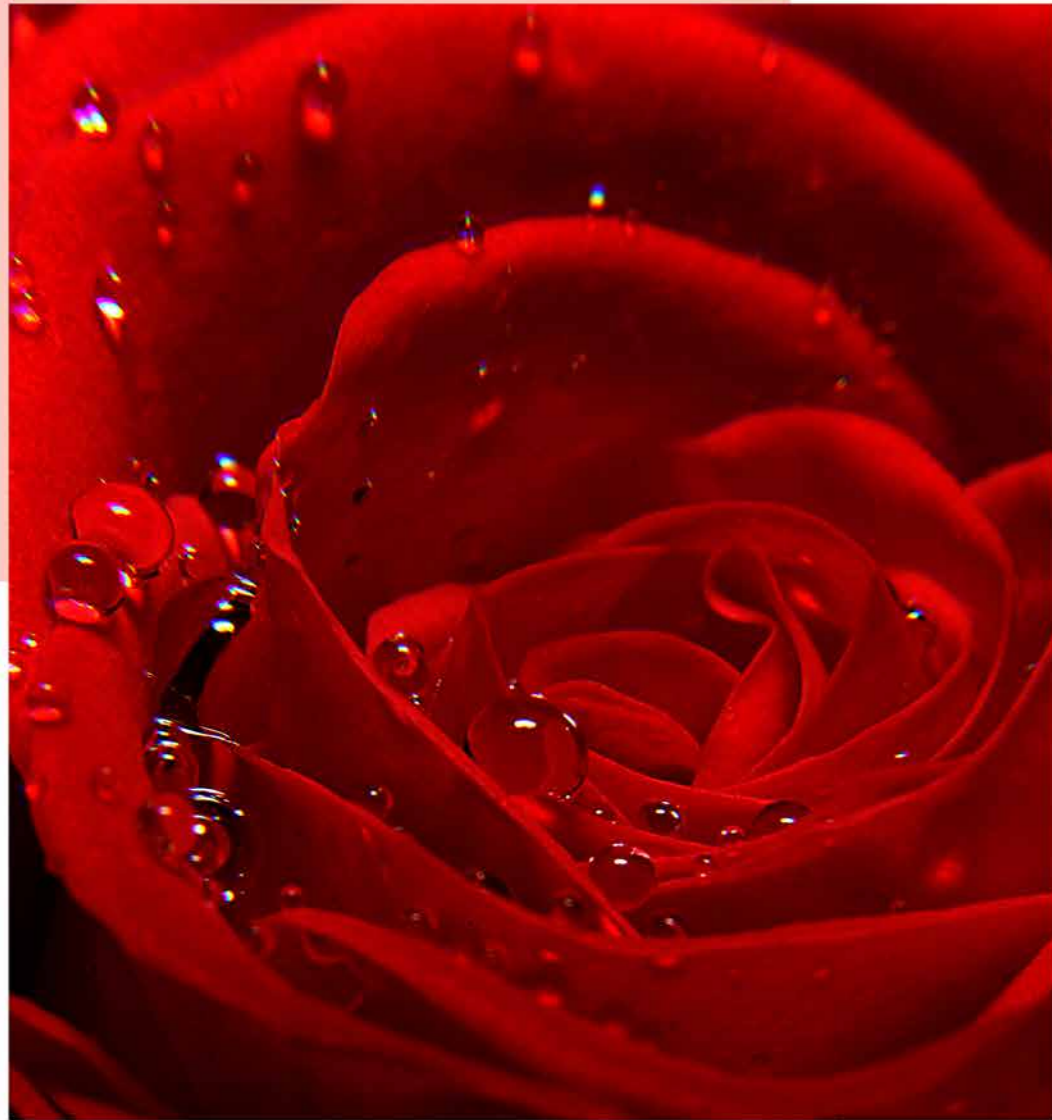
Capturing nature in a picture is thought to be an easy task. Many people can take a picture of a flower, or the sky. However, this type of photography goes beyond taking pictures. It is about making the world around us look as we perceive it. When capturing nature, the photographer makes a huge effort to portrait what he sees.

It is not just about capturing what is out there but showing the world as we perceive it.

We create art with simple things

Fine Art

Many people can consider to use the term "Fine Art" when talking about painting, drawing, sculpture, or graphics. However photography is considered an Art too so when using photography to create aesthetic and intellectual work and in top of that being judged for its beauty and meaningfulness, this picture can be considered a fine art. The word fine denotes the purity of the discipline and not necessarily the quality of the artwork in question.

Fine art photography is a source of inspiration and it is also very visually appealing. It is not about finding the great place to take a beautiful picture, but about making the place beautiful through your picture.

GERARDO SUMANO **I PHOTOGRAPHY I** GRAPHIC DESIGN

Even the most simple things can become memorable.

An important principle in any kind of art is creativity. Creativity is what makes a work of art successful. Experimenting new things that haven's been tried before is what makes any work of art different. I believe that inspiration is the key for successful creativity. Creating beautiful and interesting things is the result of leaving our fears aside.
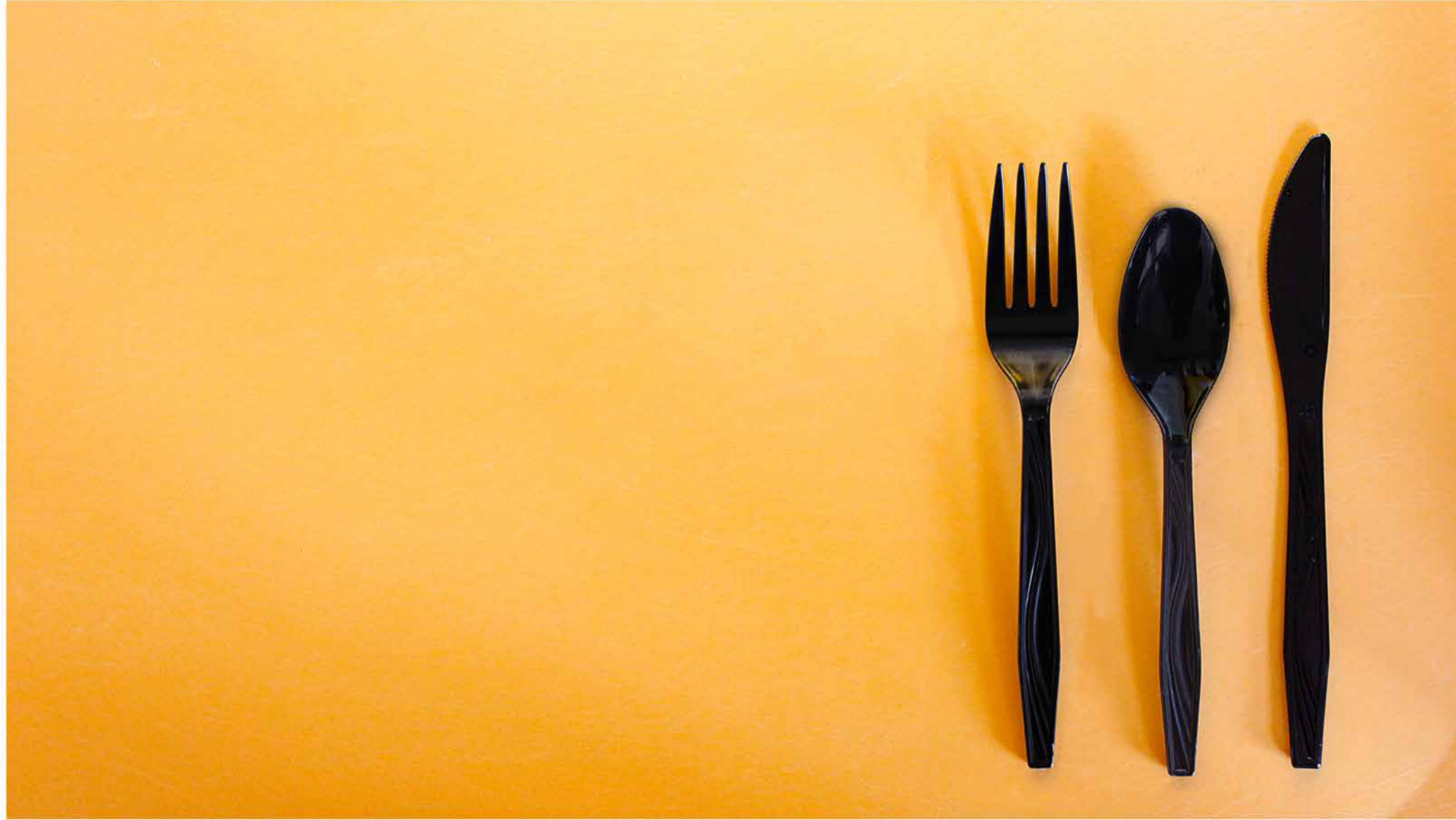
In the case of photography my anthem is "anything or everything for the picture". I heard that phrase for the first time in a documentary about VOGUE. That quote has inspired me to try new things every time and take risks. I have found that whenever I take the greater risks is when I get the best shots.
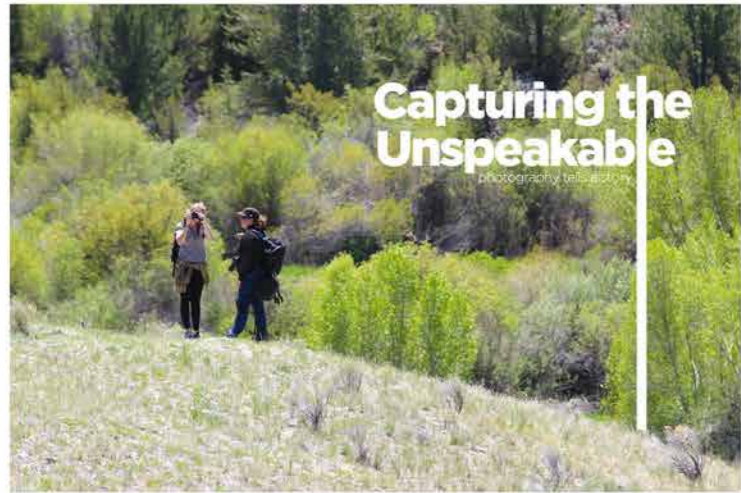
Creativity
is intelligence having fun

Sometimes the unthinkable needs to be performed to capture amazing shots.

"Life is really simple, but we insist on making it complicated." -Confucius

"We are making photography to understand what life means to us"
— Ralph Hattersley

PHOTODESIGN

Capturing the Unspeakable
photography transmission

The imagination you want to create with REALITY

Beauty
can be seen in all things

ABOUT THE
PHOTOGRAPHER

GERARDO SUMANO is a photographer and graphic designer. He is originally from Merida, Mexico. He started to do professional photography since he was 16 years old and was hired for covering weddings and special events very soon. He also started doing graphic design at a very young age starting with small projects but suddenly being hired for bigger project such as brand and logo design for some starting companies.

He is also passionate about art and photography. One of his favorite type of photography is fashion photography.

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