

# EMMALAMB



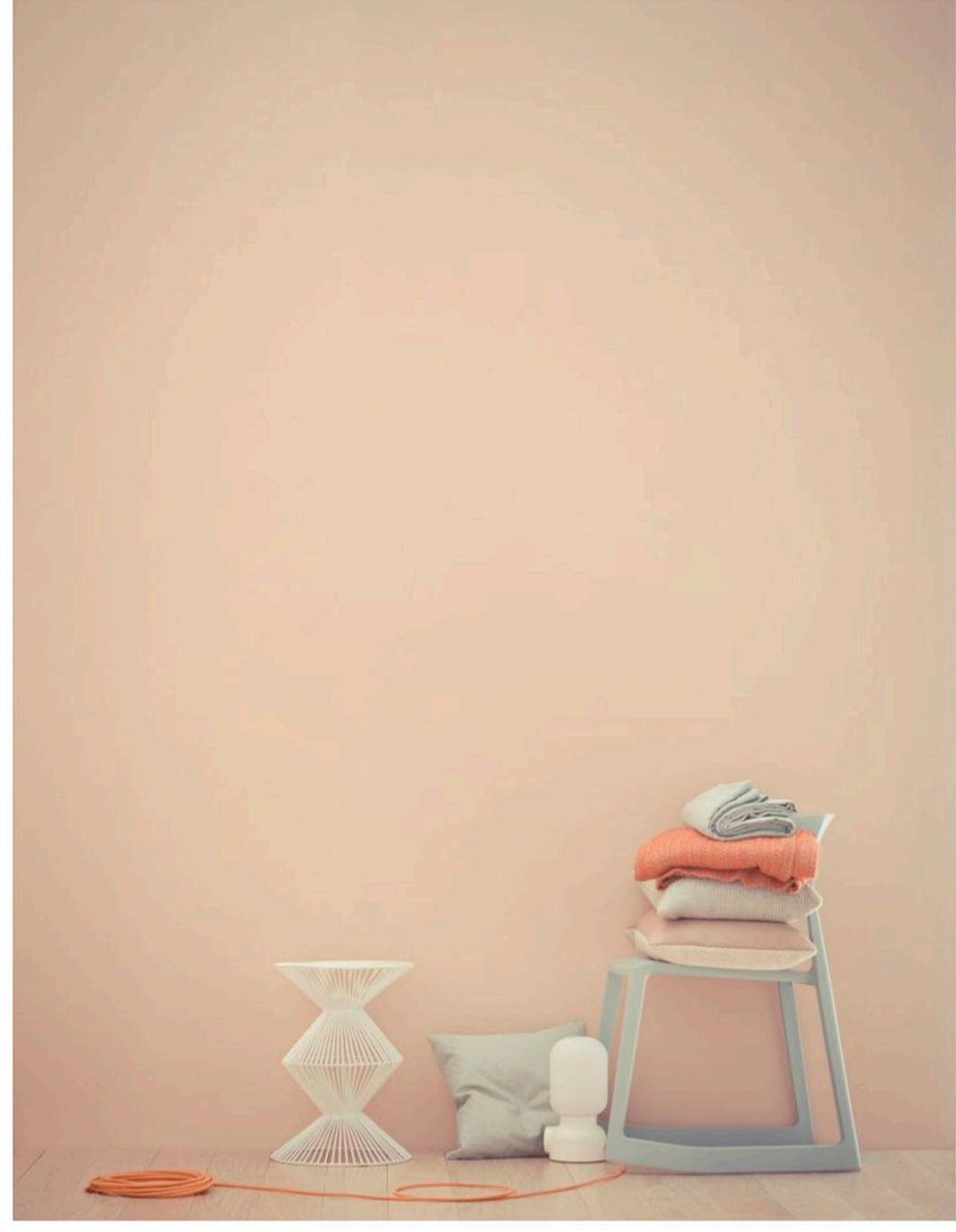
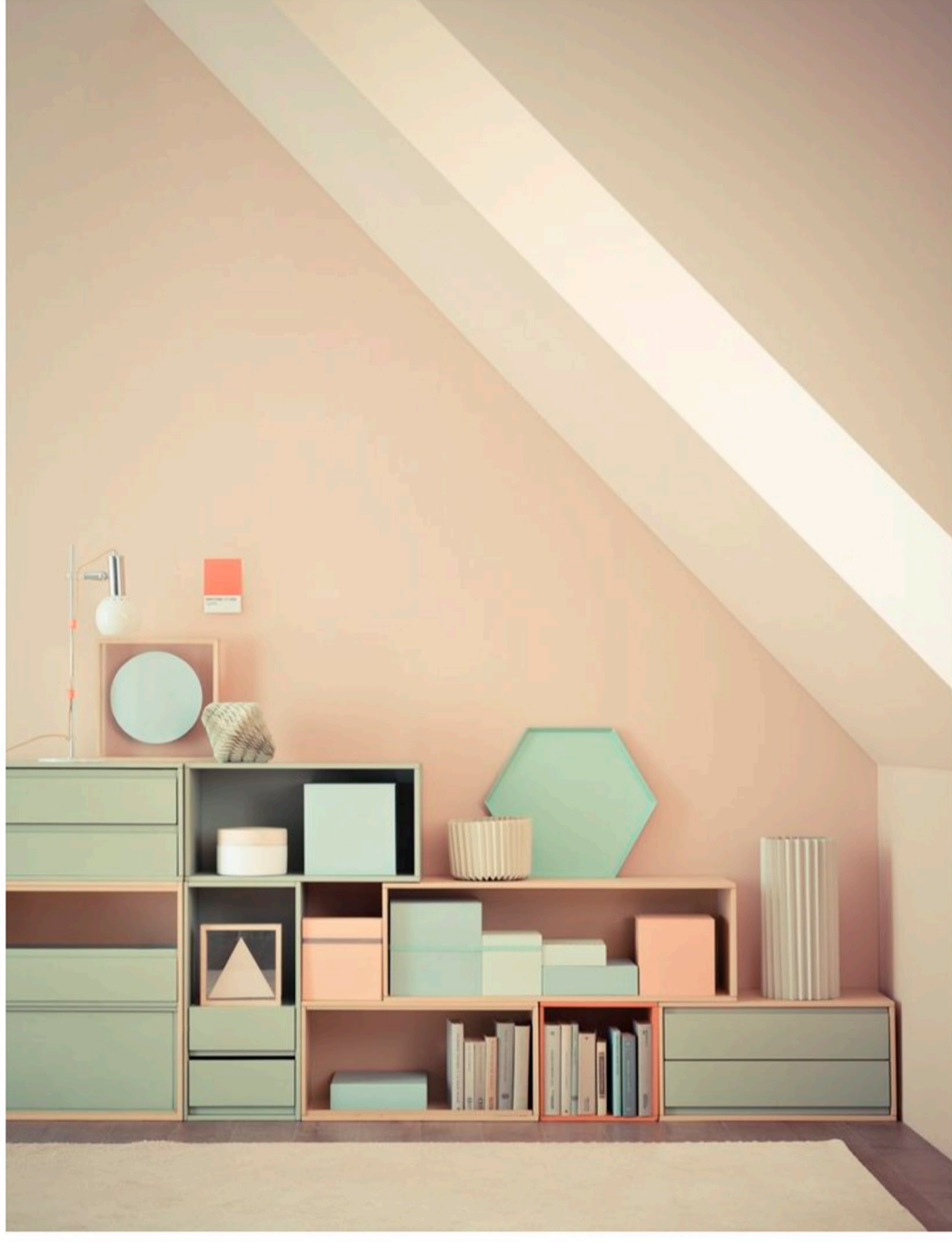
HOME BLOG MY BOOK CROCHET ABOUT



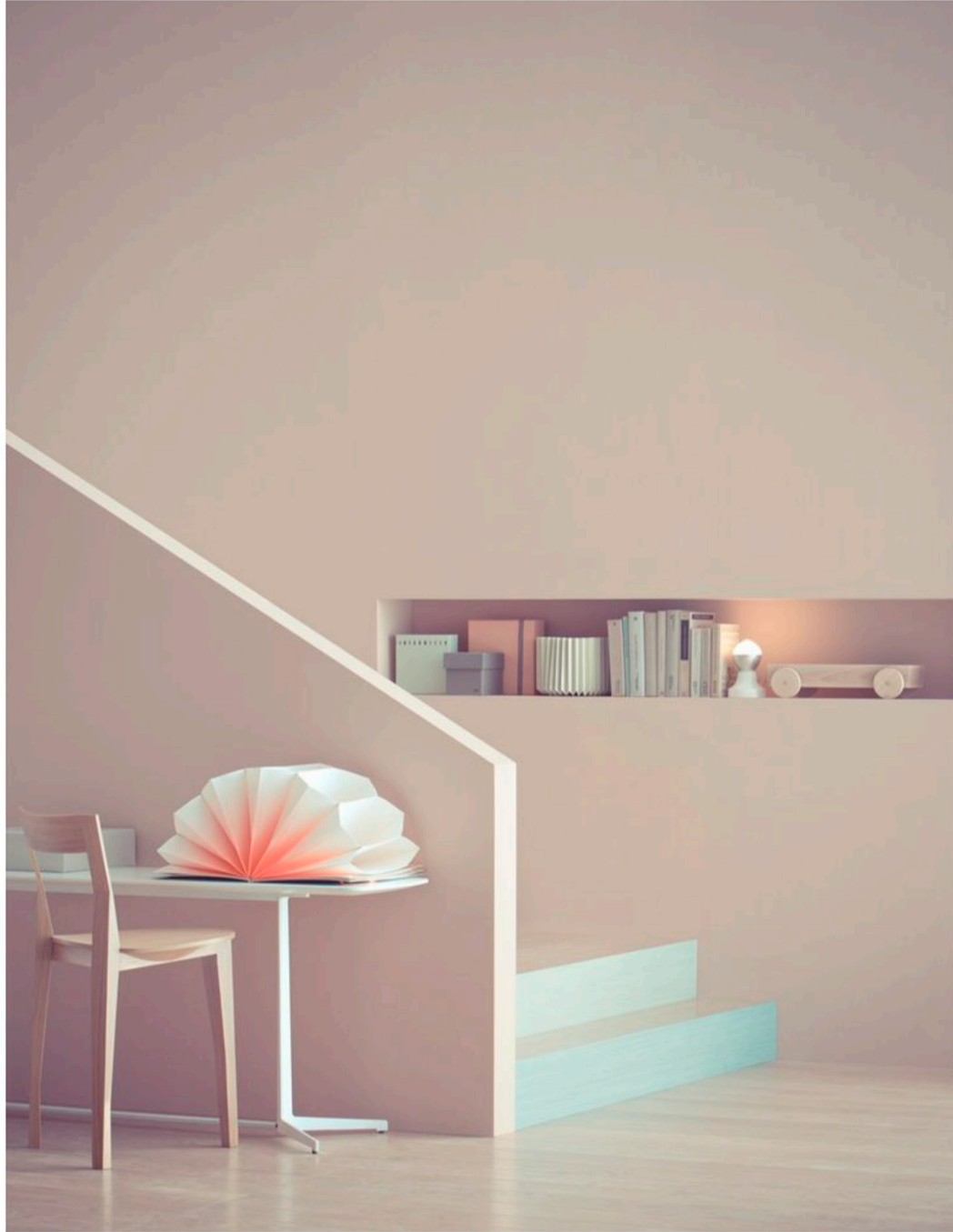
## BEPPE BRANCATO FOR HOME

JULY 13, 2015

I don't know about you guys but for me early Monday mornings are the best time for a spot of **Pinterest** procrastination. After the alarm has woken me up in what seems like the middle of the night and I'm having real trouble dragging my lazy ass out of bed I whip out my phone and dive right into my **Pinterest** feed for some eye candy. Inevitably I find something gorgeous that triggers my grey matter into action, something creative and so beautiful that I feel overwhelmed with inspiration, the feeling that I need to start this day right now and create something beautiful myself!



Today **this pin** did just that for me as I found my way to **Beppe Brancato's portfolio** and this stunning **editorial shoot for Home**. Since working on styling the photography for my book I've been looking at the work of stylists and photographers with a lot more interest. Rather than just seeing a photograph for the completed piece of eye candy that it is I've found myself analysing the amount of work, time, preparation and effort that has gone into creating each image.



On first look this shoot is total eye candy right?! The delicate lighting, gorgeous feminine colours and geometric styling are perfect! Utterly pin-worthy! But then look again, look deeper and notice how subtle that lighting is, how did they do that? And see just how delicate that colour palette really is? Cool blues and aqua tones mixed with soft nude and peachy shades with parchment whites and those intense pops of tangerine that lift everything. Is it natural lighting that created the softness and coherence here or is there a whole lot of post-production going on? Then there's the propping, there's a shit load of gorgeous propping going on in there - since it's an editorial most of these pieces will have been sent / requested for promo purposes - but notice all of the book jacket covers, pleated details and that gorgeous collaged paper backdrop! Even the linen background in the vessel still life echoes the crumpled lampshade, both of which highlight how delicate the lighting really is. The attention to detail in this whole shoot is truly impressive!

Now that I am inspired, let's get this day started!

Emma

{ All images: **Beppe Brancato** }