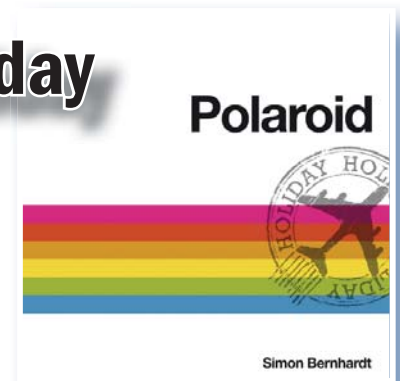


# In focus: Simon Bernhardt's Polaroid Holiday

Professional photographer Simon Bernhardt enlisted the services of Inlumino Communications to publicise his gallery opening and book launch.



Simon, a professional photographer regularly published in Australia and throughout Asia, sought the services of Inlumino Communications to publicise his Polaroid photography project 'Polaroid Holiday' ahead of the project's 2010 gallery opening and book release.

With limited time, Inlumino Communications set out to promote Simon's gallery showing while drawing attention to his passion for Polaroid photography and capturing the spirit of this unusual analogue photography story.

The short-term campaign used traditional and new media channels, targeting print and online media.

Inlumino Communications delivered:

- local print media coverage
- metropolitan print media coverage (SMH)
- Online coverage from art and photography websites and blogs.

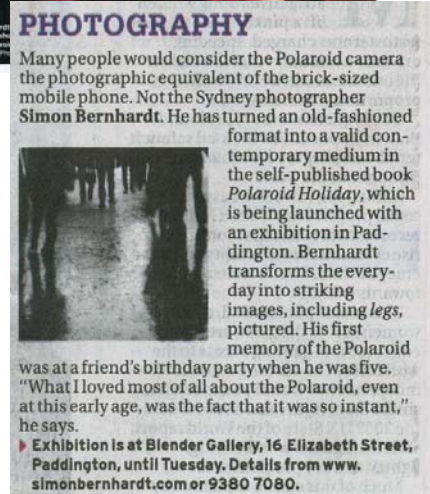


Samuel is a detailed writer who does the necessary background work and research before each individual assignment.

Unlike other writers, Samuel brings a certain edge, style and quirkiness to the process. The end result being excellent overall rapport with myself and select media.

I highly recommend him.

- Simon Bernhardt



+61 438 501 005  
info@inlumino.com.au  
www.inlumino.com.au  
twitter: @inlumino