

C I P N E

COMMERCIAL INDUSTRIAL PHOTOGRAPHERS OF NEW ENGLAND



© Ron Ranere

50.5

FOCUS: BEAUTY

Member Profile: Ron Ranere



© Ron Ranere

“I really like CIPNE because it is such a warm and welcoming group. It’s great to meet with other working photographers and be able to learn what the real issues are.”

By Jim Spirakis

Ron Ranere is passionate about fashion photography. He is an expert architect by formal education. When faced with the dilemma of which profession to choose, his solution was elegantly simple – just do both!

When you get to Ron’s spacious 2,000 square foot offices in the classic brick building at 135 Massachusetts Avenue in Boston you can go through the right door and enter his thriving architecture business, or hang a left and enter his expanding fashion photography studio. I decided to delve a bit more into the left hand side.

Ron grew up in Revere and moved to Reading about 20 years ago. As a boy of nine he found himself bitten by the photography bug and sold Christmas cards so he could get his first 120 format camera. He pursued architecture as a profession but managed to take plenty of photography courses to feed his passion. He studied with Egon Egone in the late 70’s and took courses from Image Works in Cambridge. To this day he is diligent in continuing his education which naturally led him to CIPNE. “I really like CIPNE because it is such a warm and welcoming group. It’s great to meet with other working photographers and be able to learn what the real issues are.”

Ron’s specialty targets fashion photography for advertising clients (ironically, he leaves architectural

photography to other professionals as it does not interest him as much). In the course of business he finds himself working with production teams on conceptual fashion and at other times working with individual actors, models and personalities. A recent self-assignment led to the cover image of “Talent in Motion” magazine – the image, Tribal Beauty, is on the cover of this month’s Journal. “I brought in a whole team to work on this project for all the energy, perspective and talent they bring to realizing the vision.” “My dream is to have a steady stream of fashion covers in the major fashion magazines,” he continues.

Ron takes a minute to describe taking a class with Joyce Tenneson and how impressed he was with the extensive pre-production she does. Working commercially means he doesn’t often have that luxury but he emphasizes how essential it is to get a sense of the essence of a per-



© Ron Ranere

son as quickly as possible so that it can be integrated into the photograph.

“Lighting is the key to all great photography.” Ron uses ProFoto strobes in his 20 by 25 foot shooting area. Models and actors are often photographed on location as well. His cameras of choice are the Nikon D1x and D70. “I haven’t shot a roll of film in nearly two years,” he chuckles.

As one might surmise, Ron’s architectural design education figures heavily into his photography – composition is strongly emphasized in his imagery resulting in graphically strong photographs with precise attention to detail. The “Architects Vision,” how light plays on surfaces, is another strength that translates well into photography and greatly influences what he sees through the lens.

Ron finds that digital provides an extraordinary set of tools and has really turned out to be a great equalizer among photographers. “Post-production of digital images comes with the territory,” he says. “I just make sure that the final image doesn’t look overdone no matter how much I’ve had to put into it.”

The very first photo competition he entered was at this year’s annual CIPNE conference. “It was a good kick in the pants to put my (butt) in gear and go



© Ron Ranere

through the process of selecting my best image and preparing the submission.” His chosen print won a blue ribbon in an exceptionally tough judging in April.

His current goal is to grow his photography business to the same size and prosperity as his architecture firm. He is encour-

aged by the growth he’s seeing as he continues to get more well known. And those covers – there’s definitely a lot more of them on the horizon. ♦

See more of Ron’s work at PositiveImage-Boston.com or call him at 617.542.2118.