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Brett Mead and his tool of trade . . . now has another string to his photography bow.

BRETT Mead has drawn from the best in the business to become the award-winning photographer he is today.

Mead has just set up a no-hassle, web-based sports and event business. He will be out and about covering weekly sports at all levels — speedway, surfing, cricket and other exciting events around the district.

Those images will be quickly available on www.brettmead.co.nz and the ease of the ordering system means clients can quickly get their photographs. A weekly advertisement in The Gisborne Herald lets everyone know what he has covered that week.

Mead is also available for commercial work, including advertising, websites and newsletters. He also does family portraits and has a growing library of landscapes.

There was never any doubt that Mead would become a top-notch photographer — it was all just a matter of time. While still at school, he worked in a photography shop to learn another side of an art form he adored.

Brett has travelled extensively pursuing his passion — to New York for the second anniversary of the 9/11 attacks and to document a group of Harley-Davidson enthusiasts on a charity ride, to East Timor where he travelled

with the New Zealand Army photographing the conflict as it unfolded, and more recently to Bosnia and Croatia.

His work has been published in magazines and newspapers, on websites and in advertising campaigns.

“East Timor was definitely the most exciting assignment to date — just seeing how they live among all that conflict and being part of the action.”

But he’s always keen to come home to paradise, where he can combine work and pleasure in the best possible way.

“I’m based in the best place in the world but using top-of-the-line equipment to capture lasting images.”

Wartime photojournalist Terence White has played a big part in Mead’s career, as has Herald photographer Paul Rickard, whose work he rates as one of the best in the country.

Mead has drawn from them all to create a laid-back style that truly captures the moment.

“I enjoy the challenge and chase of capturing that perfect shot,” says Mead.

“As other photographers will understand, you’re never 100 percent happy with a shot, and part of that is always searching for the opportunity to capture that elusive image.”



LOCAL, EXPERIENCED & AWARD WINNING PHOTOGRAPHER

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BRETT MEAD PHOTOGRAPHY

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