



# Jim Lindstrom Architecture

Jim Lindstrom received his Bachelor of Arts degree in Industrial Science and Color Technology from Brooks Institute of Photography in 1989. He has attended numerous workshops and classes in graphic arts and computer imagery since he entered the photographic marketplace.

An early adopter of digital image capture, Jim currently uses Canon's new 5D digital camera in his work for architects, builders and interior designers. His client list includes Studio Arts and Letters of Denver, Colorado, Swisher and Hall Architects, JMA Architecture and Engineering, and The American Institute of Interior Design in Las Vegas.

When approaching an architectural assignment, Jim always visits the location before beginning the shoot to scout the space and identify any "lighting challenges".

"When shooting interiors, I always try to use my lighting to augment what the architect or designer is saying within the space," Jim said. "I try to balance what I bring with what is found within the space."

Many of his clients ask Jim to go beyond what is seen at first glance. "I try to take the image to the next level photographically. I believe a creative approach is expected by my clients and will result in an image that fulfills what they want. Too many photographers don't take the time that is really necessary to do the job required."

To be successful in architectural photography, Jim feels photographers must study what is presented to them. "Just being aware of the lines and shapes of a building and how they are or can be lit will make all the difference in the world."

