

## **WEAVING A TALE OUT OF YOUR WEDDING PHOTOS**

*By Mark Hoinkes – Legacy Pictures*

**Mark Hoinkes**, the owner of Legacy Pictures has been photographing weddings for 19 years, and has brought to South Africa the wonderful concept of Storybooks: showcasing your unique wedding memories in a powerful way. The images of your wedding are printed in a coffee table style album, on to the pages of the book, rather than as photographs glued on to the pages of a traditional album. Each page can have from one to seven or eight images, telling the story of your love and legacy in specific moments in time. You still receive your memories as photographs in a preview album, and from there have a Storybook made as the final showcase album.

A lot of attention is paid to the bride on her wedding day; after all, if life were a fairytale, she would be the breathtaking princess who simply radiates beauty and grace. But what about the groom? He is the knight in shining armour; the dashing figure who has swept the radiant damsel off her feet so the two of them can go galloping off into the sunset and live happily ever after. He's a leading character in the story and deserves just as much attention as his bride. Wedding photographs should reflect his important stature and yet, too many albums show the groom as playing a bit part.

The groom and his merry men, just because they don't need hairdressers and make-up artists doesn't mean that they won't look handsome and dashing. This effort should be captured on film.

Whatever theme you would like your storybook to have – ensure that the groom and his posse are as much a part of it as the bride and her ladies-in-waiting. There are many moments on the wedding day that are significant for the lads. Getting dressed is one of them. When the boys have to clean themselves up and make themselves presentable, a lot of male bonding and banter takes place. Make sure that your photographer captures this interaction in a way that displays their individual personalities as well as the close bond that they share. If scrumming down is a ritual that they share from their school it's important for the photographer to capture the moment as a part of the story of the groom and the best friends he has chosen to stand with him on this important day.

Half an hour before the guests start arriving at the church, is a prime time for taking pictures of the boys showing off their camaraderie at being together. Portraits of the groom and his groomsmen will be more masculine than those taken of the ladies, but the men can have just as much fun. Ensure that photos are taken of the groom as he greets guests at the chapel and that his expression is captured as he sees his bride walking towards him.

By creating a Storybook out of your wedding images, each aspect of the day becomes a story in itself and seemingly trivial details take on significant meaning. Ensure that your photographer is aware of the story you want told so that the images he captures can weave the unique tale that is you.

