



Renovance pick legendary shooter Claudio Basso and top names for revolutionary Photo Workshop in NYC

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The Renaissance of Photography Training begins next month in NYC when Renovance.tv launches the first Reality Training Workshop, bringing a revolution to the way professionals and amateur photographers are trained. Based on the concept that the difference between education and training is the real world, Renovance.tv assembled a star packed cast for their New York premiere. Celebrity hair stylists and makeup artists will create the look for the supermodels picked from top NY agencies who will be on set with Claudio Basso a master of photography who's work have been published across four continents. The workshops take place at the renown Splashlight Studios, the home of the most glamorous fashion magazine shoots.

PR9.NET March 26, 2007 - New York City - "My success happened overnight, but took twenty years in the making" - says Claudio Basso – "Most of those twenty years were spent trying to figure out how to open the door to the top people in the industry and how to avoid having it slammed on your face. The innovative training structure implemented by Renovance.tv allows me to bring the top players to our audience on a platform of honest delivery and confidence building information, offering nothing but the truth on how to make it to the top. I wish I had something like this available in my early days".

With work published in more than thirteen countries fashion photographer Claudio Basso delivers the secrets, tips and tricks of thirty years shooting supermodels and celebrities. In this deep dive weekend Claudio takes you through what-where-how to succeed in one of the most competitive yet exciting fields of photography. From a detailed analysis of the fashion industry and its players to a step by step training to plan, execute, edit and deliver a successful fashion shoot, Claudio does not leave a stone unturned. This is the true story that Claudio Basso has passed on to his assistants. Without holding back anything or bowing down to anybody he delivers an outstanding training experience, cutting out fantasies and legends to help photographers improve their skills and grow a very profitable business" says Sheri Scinto, executive producer at Renovance.tv

Fashion Photography the True Story – a two day Reality Training Workshop starts in April (first date sold out) through June at the Splashlight Studios in NYC (35th St. & 10th Ave). Bookings are available only online at www.Renovance.tv

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About Renovance.tv

Photography has not changed. We find pleasure in capturing a moment, being occasional or created, and enjoy reward in perpetuating it. Technology has changed. It made photography accessible to many more of us but more importantly it made it easier, faster, better and less expensive. However, revolutions always come at a price. We know that many of today's photographers feel lost between technology and technique. Things should be kept as simple as they can be to allow the achievement of our aspirations. That way we can focus on results and not on how to get there. And it would be great if we can have fun while we are doing it, because yesterday will never be tomorrow. The difference between education and training is the real world. The rest is pure academics which become culture if we decide to make it a part of us. Let technology become the servant of creativity and not the other way around. Sharing is a clear sign of power. Belonging to a community is also important, we know that

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