

TED THOMAS zero cool



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OVERVIEW

When the image of your company and its product is on the line, you need a photographer with the experience, skill, technology, and systems to deliver a picture-perfect solution.

When the bottom line is on the line, you need a photographer who knows how to streamline production without cutting corners.

You need Ted Thomas.

Located in Petaluma, California, my studio can accommodate a huge range of projects and shooting requirements. Sophisticated workflow technology keeps every job moving smoothly and allows groups to collaborate seamlessly.

My portfolio includes clients in:

- retail
- technology
- food
- jewelry
- e-commerce
- books
- gifts
- and more



Zero Cool CLIENT LIST

eBay | Amazon | Safeway | Discovery
Sunglass Hut | Cost Plus World Market | Kashi
Clorox | 24Hr. Fitness | Starbucks | Sur la Table
Smith & Hawkin | Amy's Kitchen | Ambrosia Wine
H.K. Anderson's Pretzels | Maxim | Sunset
Chronicle Books | Among others

5,000
square-foot studio

20+ years
of shooting experience

400 square feet of props

2
daylight room sets

square footage **800**
of sets and surfaces

6
state-of-the-art
digital cameras

30
minutes from San Francisco

1
awesome photographer



Petaluma, CA: 30 miles north of San Francisco and at the gateway to Sonoma, Napa and Dry Creek Wine regions, is home to Clover Stornetta, Amy's Kitchen and my favorite, Lagunitas Brewing CO.



STUDIO CLOSE-UP

Convenient location, on-site parking, and plenty of amenities make it easy for you to do business with Zero Cool.

Located in Petaluma, it's just 30 minutes from San Francisco and Berkeley, and an easy drive from Marin County. And of course we are at the doorstep of the wine country of Sonoma and Napa Counties (plus a few secret spots we can talk about as well).

We are near florists and nurseries, fabric and hardware stores, and the antique stores and restaurants of historic downtown Petaluma.

The studio is set up to take full advantage of the beautiful Northern California daylight, and we also have plenty of room for strobe set-ups as well.

Easy going attitude. I could be the one to tell you about how great it is to work with Zero Cool, but I'll let my clients do that for me:

"One of my favorite photographers" "A master of lighting" "Cool under pressure" - Adele Berry, CD

"Excellent photographer" "both creative and productive" "incredible work ethic and easy going personality" - Ian Kawata, AD

"An intuitive eye" "Images that exceed my expectations" "will always go the extra mile" - John Paredes, CD





A DIFFERENT ANGLE

Great photography is just the beginning of the story.

When you work with Ted Thomas and our team at Zero Cool, you work with professionals who understand business as well as we understand photography. We'll help you realize your vision so you and your company look their best.

Zero Cool gives you:

•**Experience.** I have had more than twenty years of experience in professional photography. My assistants have logged quite a few years behind the lens too. We won't waste your time on the steep end of the learning curve.

•**Technical skill.** I've been shooting practically every day of my professional life, and digitally since the dawn of the digital era, and I still get excited when I'm presented with a new or unique challenge.

•**Flexibility.** I work within your schedule, your budget, your creative constraints.

•**Scalability.** Big Job? Small job? I'm adaptable. I have a team that can handle it all - from design to styling, and even through pre-press if necessary. I can easily assemble a team of three or more photographers on location...or I can simply shoot a day's worth of photos in the studio and work with your in-house crew.

•**Resources.** Need props? Surfaces? Backgrounds? I can provide support with Photoshop experts, set builders and painters, creative talent and digital artists, too.



CLOSEUP

COST PLUS WORLD MARKET

The challenge | For the launch of World Market's "travel journal", the creative team asked me to flex in a new direction that would create a fresh, distinctive style, and give life to the "travel journal" concept. At the same time, they needed to increase shot production, and reduce production costs.

The solution | Working with available light produced the look the art director was seeking - fresh open lighting interspersed with soft moody light to create the travel feel. Additionally, I created "renegade shots" by removing the camera from the tripod after the final image was captured, and shooting editorially from many different angles; because I shot these images while others were being set up, no time was wasted. I stepped up production by shooting with up to four cameras, which allowed me to work simultaneously on four sets—even on location.

The results | I initially achieved 30% more productivity per shoot day, and increased productivity incrementally each shoot - while improving the quality of each photograph. Costs went down, and with the "renegade shots", World Market had many more shots to use on a multitude of advertising vehicles: web, weekly ads, direct mail, email, billboards and magazines.

"Ted not only exceeded my expectations of distinctive and creative images, he blew those expectations out of the water! Ted was the driving force in developing a new brand image for Cost Plus World Market, and he also dramatically improved my bottom line."

Ian Kawata, Art Director, Cost Plus World Market



PROFILE

Ted Thomas

I began my career in editorial photography, shooting for clients such as American Airlines, Sunset, Sierra and Maxim magazines. My editorial eye heavily influences my work today.

I was an early convert to digital photography, coaxing clients such as Cost Plus World Markets and NW Airlines into the digital world well ahead of the curve. Well versed in natural light as well as strobes, I also have an acute business sense that has been a valuable asset for many clients.

Direct phone: 707 529-0340



"At Zero Cool, I am here as your partner. You benefit from my experience and absolute passion for photography. We all work together toward a single objective: your success."

Zero Cool

Zero Cool is early 80's techie-slang for something extraordinary, transcendental and magical. At times, what we do here at Zero Cool is magical - whether it's by lighting, production schedule or the sheer will of the photography Gods.

Fortunately the past 20 years as a commercial photographer has been shaped and nurtured by those Gods. After all this time I can pretty much tell you only one thing for sure: I LOVE what I do! And since I am also an obsessive foodie, I feel extremely fortunate to be able to combine my two passions into my work.

In these twenty years I have photographed cocktails for Chronicle Books, coffee for Starbucks, protein bars for 24hr Fitness, wines for Ambrosia and all types of goodies for Safeway, Sur la Table and Cost Plus World Market. I've also shot all kinds of product for retailers such as Smith and Hawkin, Sunglass Hut, Discovery and Amazon.

Prior to becoming a photographer I worked as a chef in restaurants across the country. I have a passion for all types of food - from a beautiful nine course meal at The French Laundry, to a taco from the street stands of Mexico. That may sound like an odd pairing, but what these foods have in common is this: the experience. Great food is like a great photograph - it's not about the food itself, but about the emotions that you remember from each bite.

They say that it's not the destination, it's the journey. My journey is a never ending exploration of vision and taste. It's the sounds and smells of a Florence cafe and the texture of the tablecloth in your backyard. It's the sizzle of steak on the grill or the ricochet of rain on the tin roof of your shed. It's the clarity of a crisp Autumn morning and the cool breeze on a hot Summer afternoon. Every day is a different adventure.

Enjoy your journey, and above all, let it fill you up drop by drop.





STUDIO CONTACT

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