

N

E

W

## ABOUT THE BOOK

In **Hide In Plain Sight**, you'll follow photographer Jens Lennartsson on a journey around the world with images that capture the humanity and local character of every place he visits. Along the way you'll improve your own photography skills with a selection of 100 tips designed to enhance your intuition and give you a new perspective on people and places around you. You don't need a better camera, more equipment or expensive software. You only need a fresh approach.

R

21

### BLURRED VISION

By setting your aperture to the smallest value you'll get a very short depth of field. That means, for example, that the part of the face that you are focusing on will be very sharp and everything closer to or further away from the camera will be blurry. This is one of the few tips that partially depends on your equipment. The lower aperture value you're able to get, the greater effect you'll see. The blur could save a picture from an otherwise messy background.

Three minutes before this picture was taken, I drank warm goat milk out of a plastic bottle. Two minutes before that, the milk was still in the goat. I had driven to a small Indian village on a Nepal-India motorcycle, on a road with mountains rising towards the sky on both sides. The man in the picture is the head of that village, Satar Chy.

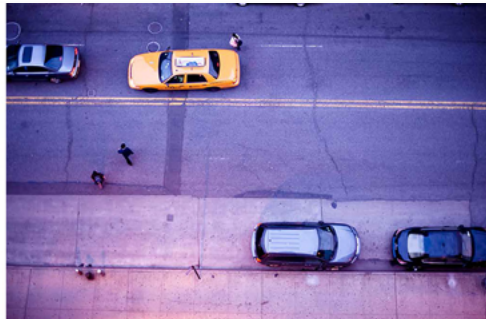


34

### HIGH AS A KITE

There's a reason "being able to fly" was the first of most wanted super powers. We love the feeling of freedom, being able to look down on everything and everyone. But you don't have to get as high as the clouds to take a picture. A few meters above the ground is good enough. Look up, find a spot and get on there.

This picture of the train was actually taken from the camera above us for the very first picture in this book. A roadhug camera, set up for that right-hand turn, the magazine cover is in its actual by accident, during post production. Suddenly I got to see some things as when I hang over the edge of that roof.



## BOOK FACTS

**Author Name:**  
Jens Lennartsson

**Book title:**  
Hide In Plain Sight

**Subtitle:**  
100 inspiring ways to improve your travel photography

**Publisher:**  
The New Heroes & Pioneers

**Publication Date:**  
December 15th, 2013

**Recommended Retail Price:**  
Sek 170  
Dkk 145  
Eur 20  
Usd 27  
Gbp 17

**ISBN:**  
9789198141306

**Page Count:**  
216

**Book Size:**  
W210xH165

**Book Weight:**  
780g

**Paper:**  
170 grams

**Format:**  
Paperback With Flaps

**Content:**  
Color Inserts /  
Pictures With Text

**Language:**  
English

&

01/02

THE NEW HEROES AND PIONEERS

contact: editor@newheroesandpioneers.com

P

I



O

E

## KEY SELLING POINTS

What makes Hide In Plain Sight different from other photography books?

**01** It's the first ever book by up-and-coming Swedish photographer Jens Lennartsson.

**02** It's all about sharing knowledge and inspiring others – photographers, their subjects and those viewing the end result.

**03** Filled with entertaining anecdotes and (mis)adventures, his engaging photographs are accompanied by tips that come directly from Jens' personal experience.

**04** Jens takes a minimalist approach to getting the best shots. You'll learn to open your eyes, observe, anticipate and work with what you've got.

**05** It goes back to basics. Jens returns to a time before technology took over the photography world.

**R06** You don't need an expensive camera or more equipment! This book teaches you to capture a mood, create an atmosphere, play with light and connect with people.

**07** It provides loads of inspiration for both magnificent and ordinary locations. It's as much about the place as the pictures!

**08** You'll get the background story behind every picture. He won't tell you exactly how to adjust the shutter, but he will help you reproduce the mood.

**09** The book includes exercises for practicing your new skills, but they are unlike any you've seen before!

## ABOUT THE AUTHOR

Completely self-taught, Jens Lennartsson's interest in photography grew from following around his journalist grandfather and spending long afternoons mixing developing fluid in his family's basement.

Jens is a lifestyle photographer in the purest sense, focusing on regular people and how they lead their lives. Through his photography, website, books and non-profit initiatives like EYE AM and The Ethnicity Project, he aims to inspire, share knowledge and make new connections.

Though he's based in Malmö, Jens' passion for photography, travel and amazing food takes him to every corner of the globe. He's known for his Zen approach to practicing his craft, using minimal equipment, natural light and living in the moment. The results speak for themselves.

02/02

THE NEW HEROES AND PIONEERS

contact: editor@newheroesandpioneers.com