



2010 ICES Photo Studio Procedure

Our 2010 ICES Convention Photo Studio will be located in our Cake Shack in the convention center in San Diego, California, USA. The intent of this Photo Studio is to provide better lighting and background for our ICES Newsletter photographs.

All sugar art displays photographed in the Photo Studio or those photographed by appointment with the photographer will be published in CD/DVD formats. These will be available for sale and will be eligible to be published in the monthly ICES Newsletter and on the ICES web site. There will not be a fee to have a digital image taken of your display(s).

The 2010 ICES Convention and Show Photographers will be Sam and Elaine Stringer of Stringer Photography, and they will be in our Photo Studio to take digital images of your sugar art displays.

ICES Photo Studio Hours of Operation:

Wed., August 11 – 3 to 9 p.m.

Thurs., August 12 – 8 a.m. to 5 p.m. and 9 to 10 p.m.

All other times will be by appointment only.

1. Sugar artists will check into the Cake Shack when they arrive with their sugar art displays to get their assigned Cake Shack display number(s). Sugar artists must submit a Sugar Display Description Form and a signed Sugar Display Release Form to Cake Shack personnel before proceeding to the ICES Photo Studio.
2. Sugar artists will then go directly to the ICES Photo Studio for digital images of their displays before setting up in the Cake Shack, with the following exceptions: large displays that are over 3 feet tall and miniature displays comprised of more than five items in a single display will go directly into the Cake Shack after getting their assigned Cake Shack display numbers. Photos of such “exception displays” will be taken on location in the Cake Shack.
3. Sugar artists for whom it will be difficult to move or transport displays more than once (i.e., “exception displays” mentioned in #2) must notify the ICES Photographer of their names, assigned Cake Shack display numbers, display locations and descriptions if they wish the ICES Photographer to take digital images of their displays. Sugar artists should be aware that the lighting is not as good in the Cake Shack as it is in the Photo Studio, so the quality of the digital images may not be as good.
4. The ICES Photographer will use a colored highlighter marker on Cake Shack display numbers to indicate that the displays have been photographed, so please bring your cake registration packet with you to the Photo Studio.

5. All demo sugar art displays should be taken to the Photo Studio for digital images with the following exceptions: large displays that are over three feet tall and miniature displays that include five or more items in a single display will go directly to the Demo Display area. Demonstrators with such displays should contact the ICES Photographer for a scheduled photo shoot and submit their demo display number, Sugar Display Description Form and a Sugar Display Release Form.
6. The ICES Photographer will not take digital images of any copyrighted displays for publication in the ICES Newsletter. ICES does not encourage, support or approve of copyrighted displays at our conventions and shows. The ICES Photographer will also not take digital images of any display for which the Sugar Display Release Form has not been signed.
7. The ICES Photographer will take digital images of the Show Cake on location.
8. CDs and DVDs of the photographed sugar art displays will be available for purchase from the ICES Photographer. You should check with the photographer to be sure your display is included on the CD/DVD before purchasing. It is each sugar artist's responsibility to ensure their display(s) are photographed by the ICES Photographer. If you did not have your display photographed by the ICES Photographer, time may not permit the photographers to go back and photograph all displays which were not brought to the Photo Studio or for which an appointment was not made. Individual photos of sugar displays will also be available for purchase only to the cake artist of the display.