

# Creativity: in Theory and Practice

*Brian DeMint* Joplin, MO

2023 seminar speaker



Brian DeMint is an art/fashion photographer based in Joplin, Missouri. Formally trained as an oil painter, he made the switch to photography in 2004 and is self-educated in both photography and digital manipulation. He strives to create visually striking imagery

emphasizing expressive color and unique fashioning.

Brian shares:

Conformity is the death of creativity.

A common theme throughout the programs I give is inspiring photographers to give themselves the freedom to be more creative in their work. To take chances and find their own artistic voices. For myself, it's been a slow evolution from starting with learning the basics of fashion photography to now, where I make/embellish most of the outfits, make makeup decisions and style the hair. I own no commercial backdrops and often still shoot with work lights from Wal-Mart. I've found that how uniquely you work



is often the main factor in building a style.

I rely heavily on ideas that I've found by studying art history. Movements like Arte Provera (poor art), Abstract expressionism and Neo-Dada resulting in melted plastic dresses, painted clothing and fruit bowls for headpieces, respectively.



It sounds somewhere between high-brow and stupid as hell, but it's just recycling the past in a new way. There is no reason to try to reinvent the wheel.

Inspiration is everywhere, and when you apply this quote by the great Bill Brandt, it opens your mind to finding it. "It is part of the photographer's job to see more intensely than most people do." Thus, looking and studying with intent, not merely viewing.

Brian will be speaking on Saturday morning, and encourages attendees to bring their cameras for a couple hours of Content Gathering after our lunch break.



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