
Vittorio Natoli: AIPP Board Member

Many AIPP members will have seen our newest Board member Vittorio Natoli at our print awards and conventions, but apart from being a passionate photographer, he's also a very competent businessman.



If you attend APPA each year, chances are you've seen Vittorio Natoli walking around the print exhibitions, judging the awards or out in the evenings, enjoying a glass of wine. He is a truly passionate photographer and also very successful, having his Master of Photography with four gold bars. No doubt he will earn his AIPP Grand Master of Photography very soon!

Business Skills

However, there is another side to Vittorio which makes him an ideal AIPP Board Member. His business experience and acumen are skills that will be really beneficial for the Board and its many deliberations.

Based in Perth, Western Australia, Vittorio heads up Viva! Photography, one of the country's most successful wedding and portrait photography franchises.

Vittorio began as a single studio photographer over 25 years ago, so the fact he is still in business is a testament to his drive, tenacity and success.

When we talk about professional photography, many photographers forget about the first word. They love photography

and seem to hope that the business or 'professional' side will follow automatically. However, this is far from automatic.

Explained Vittorio, "This business is about people and being creative. It's about making them feel good and understood by giving them something meaningful. Creativity wins awards which are great to have, but you also have to get your commercial flow right to make enough money to keep running".

Most AIPP members are single-operator businesses, so it's important that our Board members understand the issues and challenges they face on a daily basis.

However, when it comes to providing advice and guidance, being able to transform a single-operator business into a national franchise operation moves Vittorio's experience into another league - and yet when you talk to Vittorio, you'd never know just how successful he has been. He comes across as a humble, affable photographer who is just as interested in the latest cameras as you, and just as passionate about good photography.

Welcome to the AIPP Board, Vittorio.