As light as - Bulgarian Rhythmic Gymnastic Federation - Campaign

When I got commissioned for shooting the campaign I didn’t have a brief, no guidelines, nothing. I was hired as a concept photographer and part of the job was to come up with the concept.

The desire to capture that illusive surreal moment of extraordinary perfection and adding a touch of magical feeling through digital postproduction just came naturally.

I wanted to implement my fascination of rhythmic gymnastics into these works so the viewer can experience my feelings.

The athletes were shot on location where they felt most comfortable and the background and other elements, especially shot for this project, were later added in Photoshop.