

Photography develops from hobby to business

Written by Darci Tomky

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They say a picture is worth a thousand words, but how much is it really worth?

Today's society is flooded with pictures—everything from Facebook photos of what the neighbors down the street had for dinner to professional photos of weddings to pregnancies to newborns.

There is a definite need for professional photographers, but the definition of professional has been evolving, blurring the line between amateur and professional.

The photography market is filled with a wide-range of photographers, from full-time, professionally-trained photographers to amateurs dabbling in a hobby on the weekends. Holyoke and the surrounding area are no different, with new photographers bursting on the scene continually.

Several of them completed a survey for the Enterprise, giving insight into the world of photography and the popular trends in the market today.

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Just about anything can serve as a great background for a fun family photo shoot. Local

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photographers often shoot outdoors, focusing on great lighting, color and textured backgrounds. □ □

—Photo by Ashley Hoffner Photography

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