

## **Jon interviews: Arnaud Najarro, Photography Shop in Gouarec**

Jon: OK, so I'm with Arnaud Najarro who runs a photo shop here in Gouarec. Arnaud, Bonjour.

Arnaud: Bonjour, hello.

Jon: I didn't even know there was a photo shop in Gouarec. How long have you been going here?

Arnaud: It will be 3 years in 1st December this year.

Jon: And, is it going well?

Arnaud: I hope so.

Jon: It will go better, after this broadcast.

Arnaud: Yes, it needs a lot of advertisement to explain to people there is a new shop around the place.

Jon: Exactly, this is no ordinary photographic shop. It's a shop that sells traditional equipment, so you have faith in the old fashioned way of photography?

Arnaud: Yes, I think today photographers who have a shop is very different comparing in the past because they only do the photo shooting and I try to do like we did before, like photographers did before to have a space that people can enter and see there is a lot of things to buy and I have a dark room as well and I can develop all the film and the prints.

Jon: Right, one of the questions I was going to ask you later on is whether you offer processing. So the answer is yes. Just looking around the shop here I can see you have umbrellas, not for rain, but for lighting etc.

Arnaud: Yes.

Jon: So what services do you offer here, at the shop?

Arnaud: I offer a lot of different services but specially ID photos, family photo shooting, photo for CVs or social medias.

Jon: Passports?

Arnaud: Passport, Driving licence as well.

Jon: OK. So what do think is the advantage of traditional photographic technology using chemicals etc. Is there an advantage or is it does it just cater for collectors and people who want to be a bit different?

Arnaud: I think ....both answers. There is a lot of collectors and people passionate with the old fashioned style of photography and film, and people wants to begin in the photography with film, like young people who love the style, the grain, the colour render, the contrast. and er, the film is not perfect and that's what people are looking for.

Jon: OK, so with a modern, with a really good modern digital camera, could you try to replicate kind of grain, could you cheat to make people think it's actually an old fashioned photograph?

Arnaud: Yes, we can do it in the post production process, on the computer, of course. With a lot of tweeking.....

Jon: Right, a lot of expertise as well, probably.

Arnaud: Yes, but there is also a modern, new digital camera as Fujifilm 1 who emulate the film look and it's easier, and directly on the camera you can change the style, the colour, the picture, the grain and everything. You can tweek directly inside the camera, it's very easy.

Jon: So let me ask you this then Arno, you're a keen photographer yourself?

Arnaud: Yes.

Jon: So if you were going to enter a very important, very prestigious photographic competition would you use a digital camera or a photo chemical, or both?



Arnaud: I don't know. It maybe depends what the film will be, but I very like on my mind that er film cameras. I have a lot of different type of cameras, made in format USSR type of camera you know that, very old looking, 50s or 60s.

Jon: My first camera was a USSR, a Russian Zorki.

Arnaud: Zorki, yes.

Jon: My brother had a Zenit, but they were kind of low budget cameras.

Arnaud: Yes, it's low budget but er...

Jon: They're quite good.

Arnaud: Quite good, but the lens are pretty good if you....and it's unbreakable.

Jon: Well, OK. Now then, so your personal experience – have you been in the photographic industry all of your life?

Arnaud: Not all. I begin, I begin my studies in the medias.

Jon: Media Studies?

Arnaud: Media Studies, I mean. It was radio, sound engineering, and of course picture and videography and photography, and I was working for a long time with a radio station and also...

Jon: Oh, we have competition?

Arnaud: Yes.

Jon: So where would this be, not in Gouarec, I hope?

Arnaud: It was not in Gouarec, it was in, no it was around Paris and east of France, and I also did a lot of commercials, voice and morning shows and small radio station around local areas. I began in this kind of work, and then I used to be a photographer with schools and photo shooting as well and for a few years I opened a shop so it's a new adventure for me.



Jon: Very, very different, OK. So, how do you think the future of photography will develop over the next few years? Do you think people will have more and more smarter phones, if you like? So that they don't bother with traditional cameras at all. Most people these days – their idea of a camera is their phone.

Arnaud: Yes, that's true. The photography has changed a lot from decades with at the beginning the rise of film and then, almost the death of film and now there is a revival, like a vinyl records,,,,,

Jon: Yes, exactly.

Arnaud: And I think there is a small back to basics. People try to print more, maybe, and I hope so. It will be good for the business. Of course the smartphone are very good to capture the instant.

Jon: I think that one thing about old fashioned photography is that it forces you to be more disciplined, if you like, to think about composition, exposure, contrast, all the traditional things and maybe that's something that's too easy now, its' too automatic, it's too thoughtless.

Arnaud: That's true.

Jon: So maybe your shop will offer... do you offer courses in photography?

Arnaud: Yes. I also offer courses as well, and people can have courses alone with me or in small groups.

Jon: So, if somebody wanted to take a course, for example, they would come here... and what kind of course would you offer in terms of length and cost?

Arnaud: It depends what people want to know and to learn. If they want just to know their cameras better, we can just concentrate on the manual, the ways and how to operate it and we also, we can do as well some photo work for example, and to practice in real conditions, adapt a course in what people want to do so we can be a very short lesson or pretty longer in few different days, for example.

- Jon: So if somebody came in and said I really want to specialise in landscape photography, or wildlife photography would you be able to accompany them in the field?
- Arnaud: Yes of course.
- Jon: OK, is there, has there been much demand? I would imagine that's quite specialist?
- Arnaud: Oh, there is a few demands and not for only specialists, just people who bought a camera and they don't know how to use it and they want to be in focus with a kind of style.
- Jon: It's far easier, I think. I hate instruction manuals. Far better to ask somebody.
- Arnaud: Yes, the manuals are a bit too complicated to understand.
- Jon: And boring.
- Arnaud: And boring. Yes, that's a good one.
- Jon: So who has your favourite photographers been?
- Arnaud: I can't answer, because there is a lot of different photographers I really like. I like the style of photojournalists in the fifties and I like, of course, a very famous one, a Steve McCurry, He did a lot of wonderful portrayal of Afghanistan, for example. I can't answer and say 'this one is my favourite' I can find a lot of beautiful things in many different photographers style. Of course, I love the film look, and that's maybe the thing I prefer watching, it's more natural compared to digital which for me is a bit more artificial. The film is more authentic.
- Jon: If I were to show you two photographs, one digital and one non digital, do you think you would always be able to tell the difference?
- Arnaud: Maybe I can, yes.
- Jon: Oh....interesting. OK. Well, I can say one thing for sure. You have my favourite photographic shop in Gouarec.



Arnaud: Oh, thank you. Thank you very much.

Jon: Arnaud. Thank you very much, and good luck for the future.

Arnaud: Thank you very much for coming, thank you for your time.