



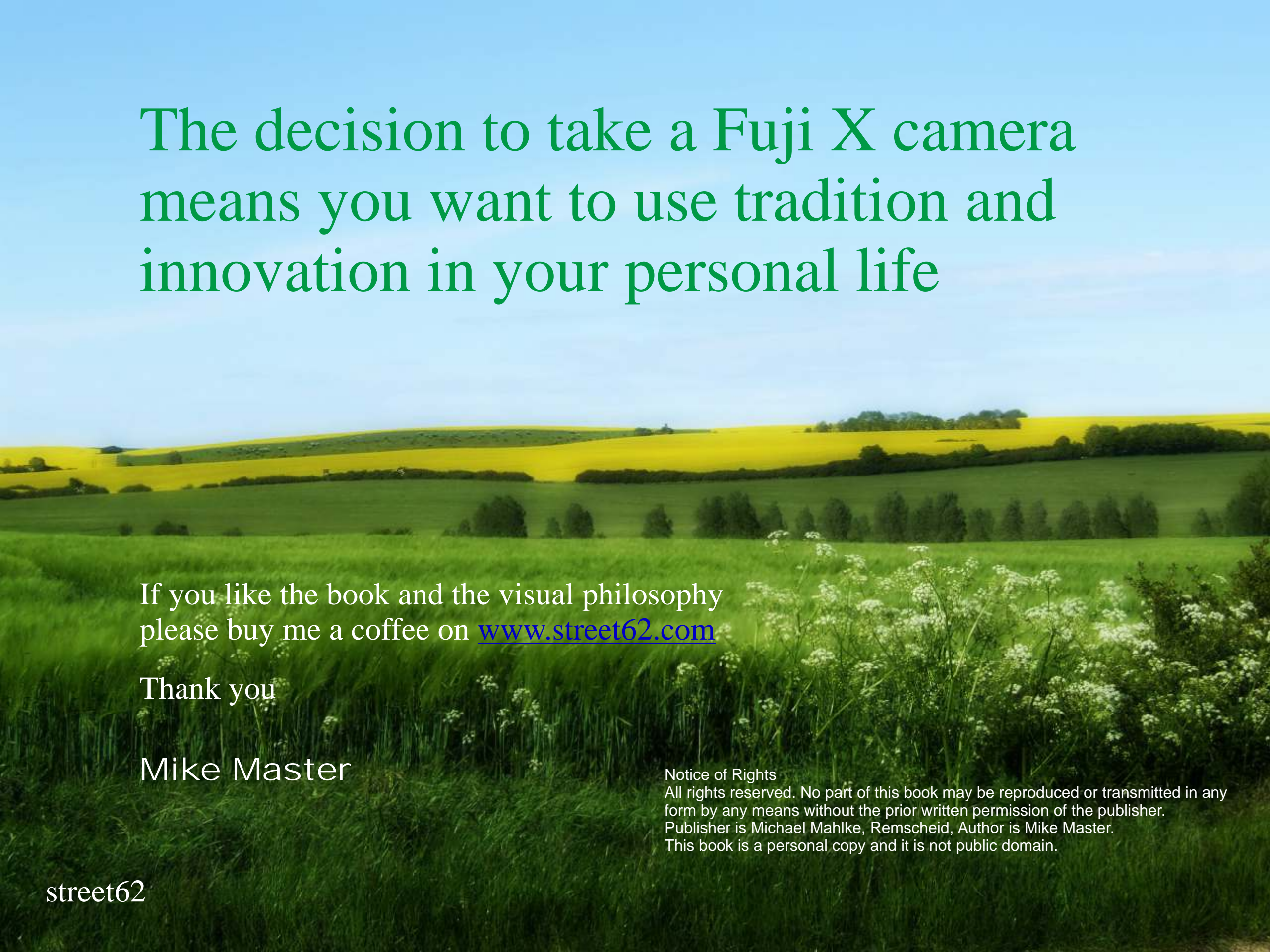
Power the moment

Photographic inspirations and visual philosophy

with Fuji X cameras

Become better - Be Happy!

by Mike Master



The decision to take a Fuji X camera means you want to use tradition and innovation in your personal life

If you like the book and the visual philosophy
please buy me a coffee on www.street62.com

Thank you

Mike Master

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Today we can use tradition and combine it with innovation.

Some people want to write on tablets but it is not the same like writing with a fountain pen.

Your own script is more individual than electronic cloudwriting.

Today you can use both elements, one for basic use and the other to express your individuality.

It is the same with digital cameras today. I think the Fuji X system can help to express your photographic personality.

You can select what kind of camera is good for you and then you can develop your personal photographic handwriting. Here you find my eyes on this philosophy for me, for you, for today.

Mike Master



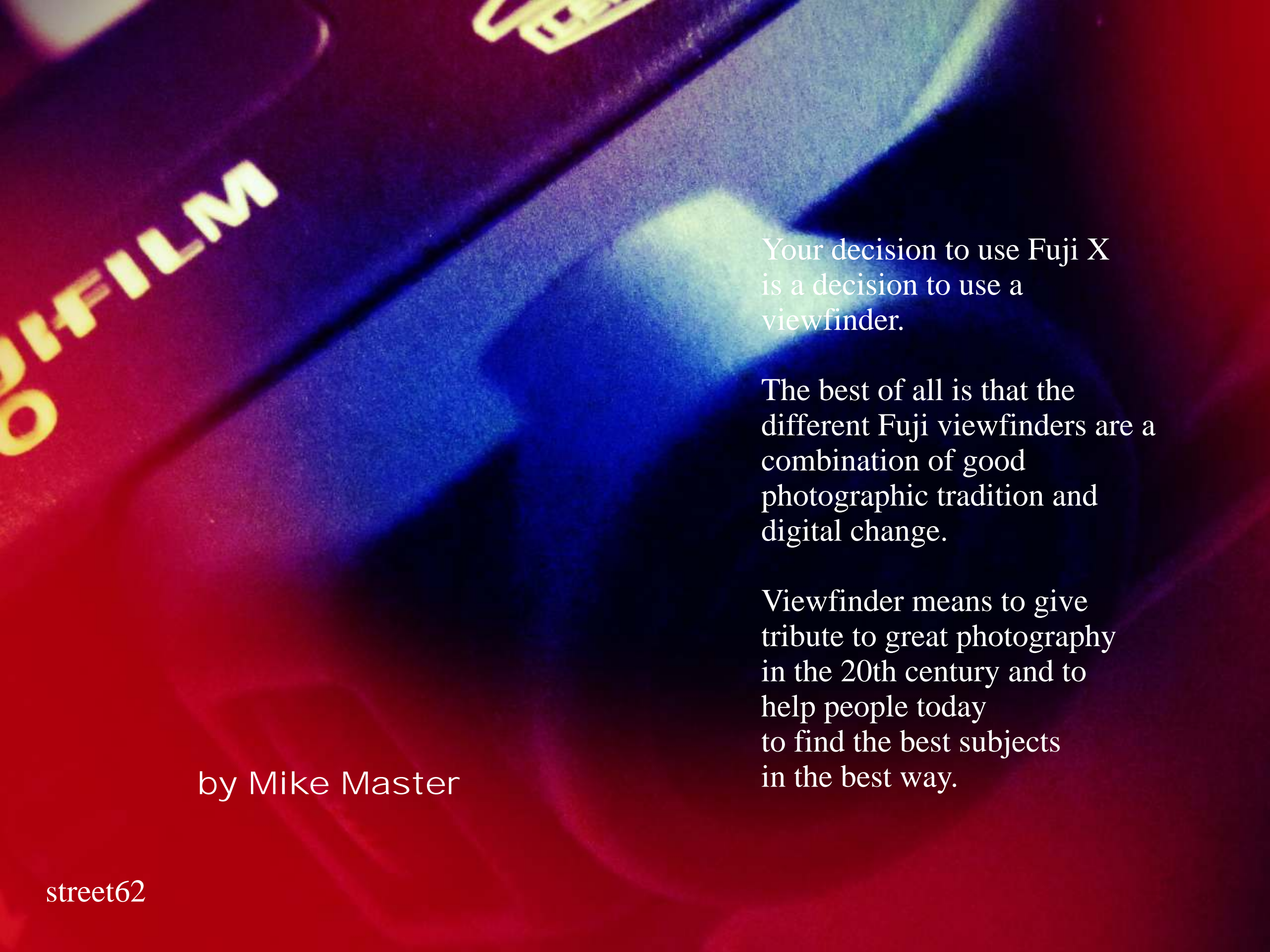
Fuji cameras have a long tradition. This photo was taken with a Fuji E900.

I used a Lomo filter to emphasize the structure.

The tree shows our way in the world with light and shadow, duty and freedom, growth and borders.

And for me it is a symbol for learning photography to express what you want.

by Mike Master



Your decision to use Fuji X
is a decision to use a
viewfinder.

The best of all is that the
different Fuji viewfinders are a
combination of good
photographic tradition and
digital change.

Viewfinder means to give
tribute to great photography
in the 20th century and to
help people today
to find the best subjects
in the best way.

by Mike Master



Fuji did not forget that the new can be the friend of the good. And this viewfinder is one of the best developments in the world of digital photography.

You do not only find your subjects - at the same time it is a little bit like meditation with your eyes.

by Mike Master

A collection of vintage cameras and leather camera accessories, including a camera in a red leather case, a black leather camera bag, and a round leather lens cap, are arranged on a wooden surface. The entire scene is framed by a film strip border with sprocket holes at the top and bottom.


Using a Fuji X camera
means to be individual.

It is not longer a
question of functionality.

It is the first step into a
parallel real world.

Now you can live
functionality and individuality
at the same time!

by Mike Master



What music style is your photography style?

Music you like is an expression of your soul.
And the music you like is equivalent to the
photographic style you like.

What „music“ you want to play with your camera?

Do you like the way of Mozart with
good photos in a harmonized structure or
do you like blues with swinging colours or
are you a fan of monochrome or
are you the heavy metal photographer?

by Mike Master

Answer the question und you can meet your soul...



inspiration is a combination of

innovation

tradition

individuality

by Mike Master



... and meditation using a viewfinder

by Mike Master

A wide-angle photograph of a rolling landscape covered in a dense field of bright yellow wildflowers. In the middle ground, a single, dark green tree stands on a small rise. The background shows distant hills under a clear blue sky with a few wispy clouds. The overall scene is bright and vibrant, suggesting a sunny day in a rural or natural setting.

Meditation means concentration and open mind.

Look through the viewfinder, open your soul and your eyes, feel the good traditions using the camera, enjoy the innovation of the digital age, see your individual moment and take a photo

by Mike Master



This is the photographic flow
and the beginning of your
personal journey with the
Fuji X camera

by Mike Master

Fuji X cameras make fun because you can decide!

This Fuji X100 photo is totally form and structure.

It is monochrome (blackandwhite) and it can be used for a big image on a wall if you want so see modern art of monochrome photography.

The title of the photo is „Your way“.



by Mike Master

Fuji X cameras make fun because you can decide!

This Fuji X100 photo in colour is more blue than form.
It shows the world in blue and it can be used for a big image on a wall
if you want so see modern art of colourful photography.

The title of the photo is „Blue“.

The big point is that the camera can be used for professional work.
You can do it if you know what you want!



by Mike Master



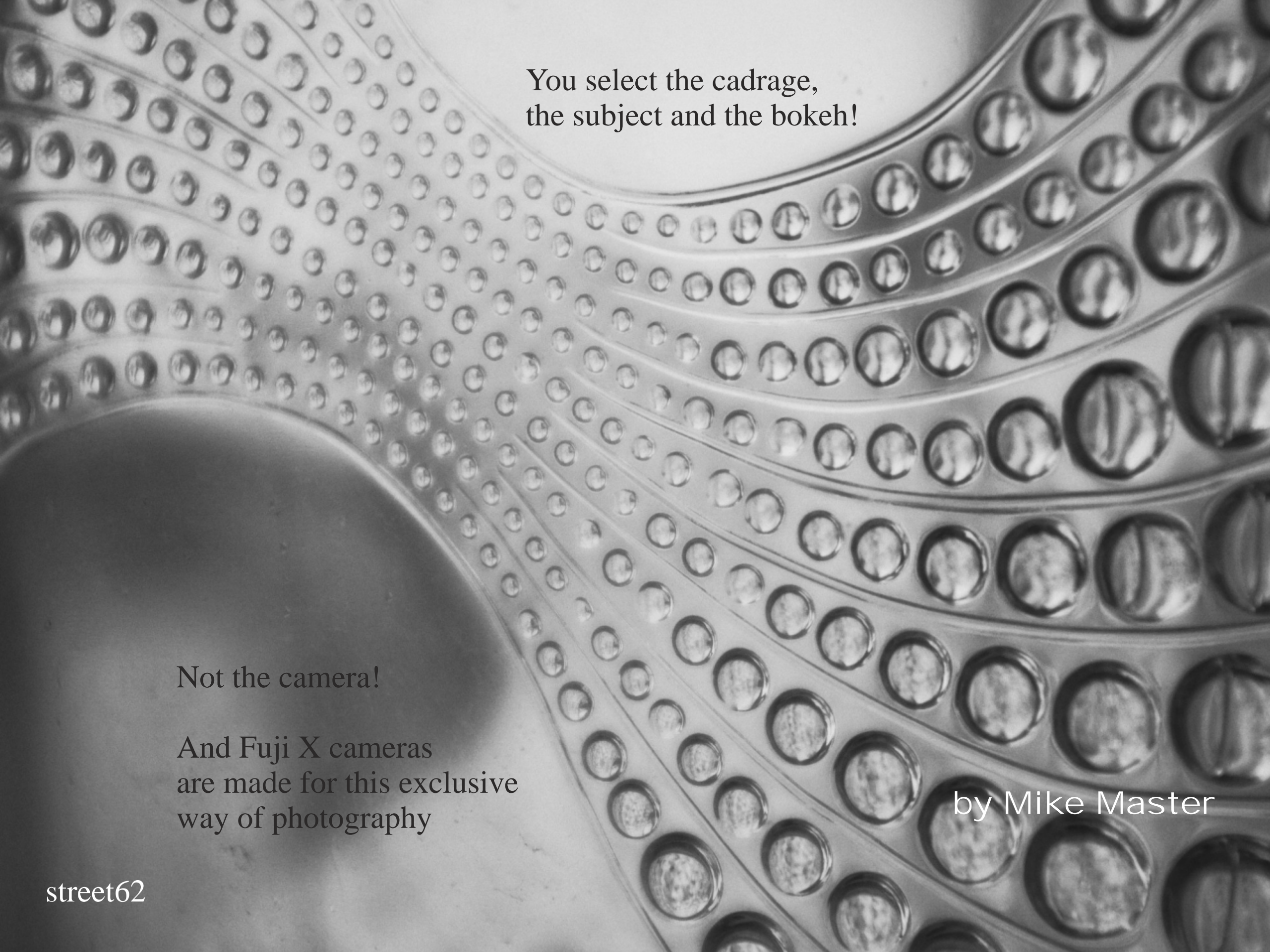
by Mike Master

Photography today means you must select
if you decide or the automatic-mode of the camera.



Individuality is more than automatic mode.
Fuji X cameras are made for freedom. They can automatic mode too.
But the experience and the fun are only possible if you do it!

by Mike Master



You select the cadrage,
the subject and the bokeh!

Not the camera!

And Fuji X cameras
are made for this exclusive
way of photography

by Mike Master



by Mike Master

Fuji made the step and combined classical design with new technology in the Fuji X100. This camera is a big step. And today you can select from a lot of different models with optical or electronic viewfinder, fixed optics or flexible optics. And all cameras are made for photographic enthusiasts and not for millionaires.



You can use photos out of cam

by Mike Master




by Mike Master

...or you can use digital filters before or after the shot.
We live in the time of filtermix-photography.
That means you can always do it in your own way.

A wide-angle landscape photograph taken from a high vantage point. In the foreground, a gravel path leads through a lush green vineyard. The vines are trained on wooden stakes. In the middle ground, a small town is visible, with a prominent church spire rising above the trees. Beyond the town, a large body of water, possibly a lake or a wide river, stretches across the valley. The background features rolling hills and mountains under a sky filled with large, white and grey clouds. The lighting suggests it might be late afternoon or early morning, with soft light on the clouds.

by Mike Master

Cameras like the Fuji X10/X20 are ready for snapshots on the way. You get beautiful landscape photos and the photos does not need filter. The nature gives the colours.

A wide-angle landscape photograph showing a calm body of water, likely a lake or a wide river, reflecting the surrounding environment. The water is very still, acting as a perfect mirror for the sky and the dense forest on the opposite shore. The forest is composed of various types of trees, including tall evergreens and deciduous trees with green foliage. A thick layer of fog or mist hangs over the water and the distant shore, creating a soft, ethereal atmosphere. On the left side of the frame, a rocky shoreline with some green vegetation is visible. The overall color palette is muted, with a lot of greens, blues, and greys, contributing to a sense of quiet and tranquility.

Water, fine fog, reflection and quiet. Make your own visualisations
for the moments of reflections.

by Mike Master



by Mike Master

... and sometimes the good old monochrome style has it's own charme.

The image shows two side-by-side wooden doors with intricate carvings and transoms. The door on the left is slightly ajar, revealing a glimpse of the interior. The door on the right is closed. Both doors have decorative panels and are set in a weathered, light-colored wall. A blue downspout runs vertically between the two doors. The overall scene is captured in a painterly style with warm, slightly desaturated colors.

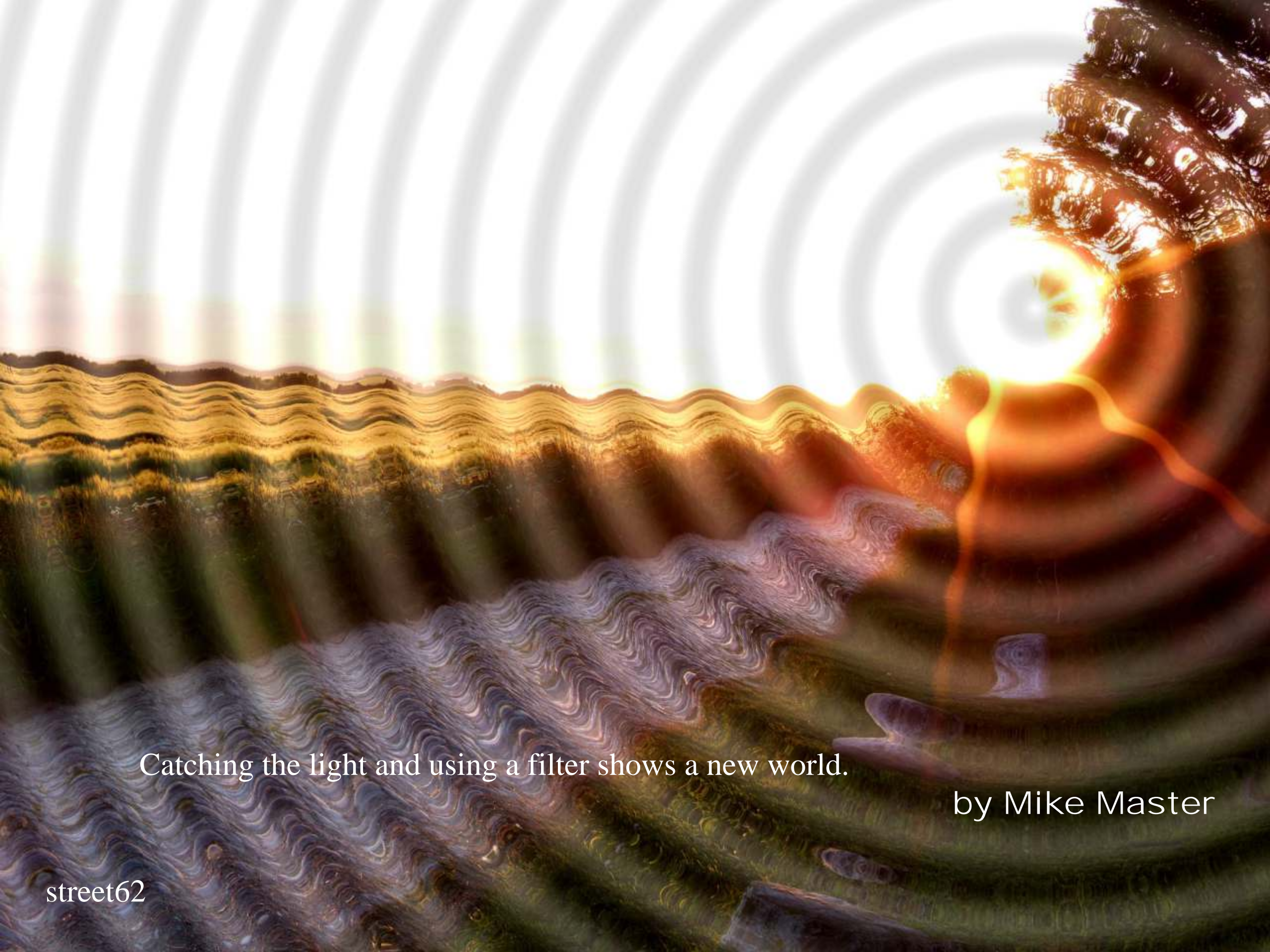
by Mike Master

Different doors for different solutions and
different exercises for better photos.



Walking in the morning with
the Fuji X means to catch
the light in this form with a
simple click.

by Mike Master



Catching the light and using a filter shows a new world.

by Mike Master




This photo is pure inspiration and shows the philosophy of the Fuji X cameras. You can come to the point and you can show what you want to show without sellouts.

by Mike Master



by Mike Master

Lifestyle or style of Life?



In my eyes the Fuji X
cameras can give you
the chance to come from
a simple lifestyle to a good
style of life.

The combination of
established forms and
digital additions makes the
difference.

by Mike Master



street62

The colours of streetphotography in the 21th century

Practical hints between fineart und paparazzi with
explanations for digital cameras and smartphones



You like streetphotography?

I think this book is a good choice for you and your Fuji X camera!



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coffee on www.street62.com

Thank you