

Penelope Beveridge

Photography
332/3 The Promenade
Chiswick
Australia

View the full portfolio at <http://www.thecreativefinder.com/camera2050>

Professional Experience and Curriculum Vitae

Penelope Beveridge is an international pro photographer, artist, industry representative and philanthropist, who enjoy a variety of roles and successes in her field. She boasts an extensive list of high profile clientele, from companies such as Qantas, Virgin Airlines, Coca Cola, Yahoo 7, Mercedes, Medmojo Paris, Tourism Australia, Tourism NSW, T2 Terminal, Museum of Sydney and National Art Gallery and individuals from Prime Ministers, celebrities and TV personalities. With over 17 years' experience in the advertising and commercial industry, her images has appeared globally in magazines like Vogue Living and Entertainment, Gourmet Traveller, Belle, Pacific Pastry (Singapore and New York) , Weekend for Two, Spa Life, Quintessentially, Inside, Women's Weekly, Delicious plus food photography and styling for a number of cookbooks and other high end publications. In additional, Penelope's food and fine art work has been extensively featured in Nikon My Life, Australian Photography, Photoshop Australia and Digital SLR Magazine.

Previous Clientele

Coca Cola, Belle Magazine, T2 Terminal; National Art Gallery, State Library of NSW, Museum of Sydney, The Mint, Numerous Awarded Restaurants, Chefs, Hotels and Resorts,

Awards and Accolades

Professional Resume Available

Penelope repertoire of combining traditional and digital art photography has earned her countless commissions in food, lifestyle, advertisements and editorials worldwide as well as exhibitions in Australia, New York and China displaying her conceptual fine art portraits. In the food industry she has worked with top international Chefs plus a variety of Michelin and awarded restaurants, hotels and resorts. Her specialty is to visually capture the story, stir the viewer's emotions and always add the "wow" factor each image. Penelope says, "My aim is to draw the viewer into my world. For me a successful image not only tells a story but it must lure the gaze, inspire, provoke, fascinate and stir the emotions".

In 2008 she won the pro division SMH, Shoot the Chef with her renditions of Da Vinci's "Last Supper" and over 26 awards in the New York, International Photography Awards; this year she was awarded 2nd Prize overall winner for Pro category Digitally Enhanced with her take on the "Mad Hatters Tea Party".

Her extensive studies include a Masters in Design Science majoring in Multimedia at Sydney University where she received the Deans Honour Award. In 2000 Penelope was granted an Australia Day award for her contribution to the creative industry. Since 2009 Penelope was appointed a Director for the Australian and Commercial Media Photographers to represent, speak, judge and conduct workshops for the industry and 2011 selected as an Ambassador for Sydney Institute.

Apart from her lifestyle and passion for photography her other love is aviation. If Penelope is not holding a camera or working on her computer you may find this amazing woman soaring in high altitude.

Recent Exhibitions James Makin Gallery Melbourne (National Breast Cancer Foundation); Head On Festival ACMP Group Exhibition, Sydney Institute Capture Exhibition

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Please kindly get in touch for portfolio works.