

Lou Manna

Photography
United States

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

Professional Experience and Curriculum Vitae

A recognized expert in the field of food photography, Lou Manna has spent over thirty years creating images of all things edible. His award-winning photographs have appeared in over forty cookbooks, in major campaigns for Barilla and Tabasco, and in publications such as Wine Enthusiast and Food Arts. Lou has also worked on location with many celebrity chefs, including Bobby Flay, Jacques Torres and Lidia Bastianich. An early adopter of digital imaging technology since 1995, he continually refines cutting-edge techniques to convey the vibrant colors and sensual pleasures of food.

Growing up in an Italian neighborhood of Brooklyn, Lou developed an early love of food that was soon matched by a passion for photography. After shooting freelance for several Long Island newspapers in college, he worked for fifteen years as a photographer at the New York Times. He covered feature stories including many articles with renowned food writer Craig Claiborne. In the 1990s, Lou opened up his own studio on Fifth Avenue, and went on to be honored as an Olympus Visionary photographer from 2002-2011. His numerous television appearances have included segments on the TV Food Network and ABC-TV's World of Photography.

In addition to his photographic work, Lou is an enthusiastic public speaker and educator. His highly acclaimed book, Digital Food Photography, published by Cengage, was the first book on food photography to focus exclusively on digital technology. He teaches workshops on food photography where he delights in sharing the tricks of his trade. "A well-photographed image of food is powerful: it can boost sales of magazines and products, or send people flocking to a new restaurant," he says. "If you want to reach out and grab the food in my images, then I've done my job well."

Previous Clientele

Bacardi • Barilla • Barron's • Bindi • Carlyle Hotel • Coca-Cola • CorningWare • Crest • Culinary Institute of America • Dannon • Ecco Domani • Energy Kitchen • Ferrara • French Culinary Institute • Gallo • Hale & Hearty • Happy Baby • Hellmann's • Helmsley Hotels • Hess • Illy • JELL-O • Lavazza • Louis Vuitton • Lufthansa • Madison Square Garden • Marriott • Maxwell House • National Mango Board • National Onion Association • New Amsterdam Gin • NYU Medical Center • NY Yankees • Olympus • Panos Brands • Peninsula Hotel • Pyrex • Q.Bel • Roland • Samuel Adams • Sarabeth's Kitchen • Seviroli • Starbucks • Tabasco • Tazo Tea • T-Fal • United Nations • Warwick Hotels • Wasa • Welch's • W.P. Carey

Awards and Accolades

EXPERIENCE:

LOU MANNA INC., New York, NY 1975 - Present

Photographer, Author of Digital Food Photography and Educator for workshops, seminars, webinars and podcasts about photography and marketing/social media. His photos are in major magazines, national ads, packages, billboards, websites and over 35 books.

THE NEW YORK TIMES, New York, NY 1975 - 1990

Photojournalist covering stories world wide, photographing people and events for all sections including features, politics, sports, arts, dining and style

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