

# S.D.MACK PICTURES

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Leonardo Di Carlo stepped out of his limo. As he walks toward his fans and the Red Carpet at the 2007 Annual Circle Critics Awards, Celebrity Photographer Steve Mack smaps a picture as he finishes buttoning his jacket. US Weekly published the photo in their February edition.



## Behind The Velvet Ropes The art of digital perfection

By Steve Mack

I absolutely love photography. I started at the age of 10 and never looked back. Until recently, I never took it very seriously as a profession, although I made a living taking pictures at various times in my life.

While I was still in high school, I was contracted by my father and some of his colleagues to take pictures of scenes of accidents and crime scenes. I took black and white photos and developed the film and prints to be used as evidence for their court cases.

I was President of the Photography club and President of

the Audio Visual club. Both clubs hated each other. However, when I was President of both, others began to see that there was no reason for hating the other. In fact, we collaborated on several projects involving video and slides and we all worked well together.

In the 80s I teamed up with a journalist friend, Jesse Nash. Jesse wanted to be a recording artist, but worked his way into writing for newspapers and magazines about Rock N' Roll and interviewed all types of entertainers and recording artists. He used a pool of photographers to take photos for use in his articles. I was

one of those photographers. Others included, Ron Gelella, David Allocca and David Allen.

After getting many photos published, I landed a photo in Rolling Stone Magazine, the top rock magazine in the world at that time. I continued to shoot and got as frustrated about photography as Jesse was about being a Rock Star. So, I branched out into other creative visual media, film, video, editing, etc.

In January of 2006 I decided to embrace the digital revolution and re-invent myself and returned to Photojournalism.