



# 「冷靜與熱情之間」

An infinite path towards passion and calm

Jennifer Chau  
專訪前HKIPP會長

A conversations with former HKIPP Chairperson

Jennifer Chau的名字，筆者很早已經認識，知道她曾做過HKIPP（香港攝影師公會）會長，聽說她為人很有趣。最近又聽同事說，她是LEICA 用家，也曾參與過「徠卡體驗計劃」。聽別人說了很多，今次終於有機會，和她來個親身接觸！

## 以Lighting 繪畫出優美的圖畫

Jennifer 是全職攝影師，在她的studio裡，看她為蘇富比拍賣行（Sotheby's）所影過逾千億元的珠寶，名錶，古董銅像等的相片結集成書，便知道她的來頭不少。問她為何喜歡Still Life Photography？「主要是Still Life Photography 在其lighting 上有極大的挑戰性，攝影師需巧用各種lighting techniques，和極大聯想力和創造力，將物品最美、最有個性的一面展現出來。」在Jennifer身上，不難找到她對美的追求，她認為攝影師應盡用手上的攝影器材，把相片影出來，而不是執出來，在她作品中，只有極少數是需要後期加工（執相），有時更因著拍賣品在時間上的緊迫性，在攝影時都務求“一鏡中的”。

## 熱愛生活 踏上攝影師之路

Jennifer常掛在口邊的都是正面和開心的事。「攝影師應對生活有著熱情和關注，用五官去感受生活中各樣的味道，才會拍攝出好的作品。」自小喜愛繪畫的她，父母亦知道她有這個天份，於是便找個好老師，讓她從中得到啟發和培育。初中喜歡烹飪，也會特意走到家政中心上課，Jennifer對決定了要做的事，都抱著做到最好的態度。

問她何時立志當攝影師？「中學二年級，第一次玩黑房沖曬，從顯影到成像，興奮到不得了，自此便立志要做攝影師。」往

後更發現，從繪畫中學習到對光線的運用和表達，對學習攝影是一個很扎實的訓練。

她坦言中五會考成績一般，因為最大的興趣都是Fine Art 和Photography。「那時香港在這方面沒有很專門訓練，於是便想到去美國，抱著姑且一試的態度去見領事，將自己的畫和相片做成很美的portfolio，估不到他們十分喜歡，就這樣批了我美國的簽證。」

## 嚴緊的態度，自由的創作空間

為了成為真正的攝影師，Jennifer 專心一意的在Junior College 把書讀好，之後就考入著名的“Art Center College of Design Pasadena”，最後並以接近滿分的成績畢業。「學校的訓練其實相當艱苦，壓力之大佔全國大學的第二位。創作是自由的，但老師對每份功課都有相當嚴格的規定，不符合要求的便要重做，交功課和上堂都要準時，有些同學讀了一，兩個學期便沒有再讀，畢業時有大半班的同學都不見了。」

## 成功在於Time Management

畢業後，Jennifer 選擇在加拿大開展事業。「那時在家中開Home-office，自己做老闆，沒有人催促去做事，但我限定自己每天早上八時半就坐在辦公桌前call 客，限定要收到多少個回覆才能休。幸好，那時接job的比率都相當高，或許名校畢業都有點幫助吧，而客戶也寄望在剛畢業的攝影師身上，得到新的idea。」漸漸地，不少大公司也成為Jennifer 的客戶，當中包括HSBC剛把業務擴展到加拿大時，所有相片也是由她一手包辦的。Jennifer坦言，對當時一個年資尚淺的攝影師來說，這些機會是難得的。

## 人是要向前的

此後在加拿大六年，生活優遊，在同行中也略有名氣，Jennifer卻選擇了回流香港。「在加拿大的日子太舒適，覺得需要一些新的衝擊，人是需要不斷向前的，加上家人也想我回來，所以就回來了。」1991年，Jennifer成立了“Chau Studio Ltd.”至今。「剛回來時，對香港人做生意的手法很不習慣，也遇過不少難處。」不過，憑著她堅毅的個性，以及她在中西文化交流下的學習及創作意念，很快便贏取到客戶的信任。McDonalds, Starbucks, Pizza hut, 大家樂也是她早期的客戶，而英皇珠寶，周生生，蘇富比拍賣行等等，就成為她現時的長期客戶。由食物轉移到珠寶古董，Jennifer都在不斷的挑戰自己。

## Jennifer Chau 的旅遊札記

去年十月，Jennifer帶著Leica M8及Elmarit-M21/2.8第二次踏足雲南。問她為何選擇M8？「主要還是因為機身細少而方便，M8是一部靜態的相機，讓人有思考的空間，也適合我喜歡走入人群之中，與當地人埋身的交流，有時候我是等候事情發生的，而不是行過去就影，也不是遠遠的偷影他人。」

「曾試過在一些特別黑暗的環境，Leica 鏡頭仍能帶出黑暗中的層次感，這也是使人驚喜的地方。色彩方面不用多說吧，始終看過Leica鏡頭對色彩的還原度，便知道它的優勝及過人之處。」

「而我亦很留意日常生活中千變萬化的光線，作為Still Life Photography攝影師應將生活中不同的光線與層次，帶回studio 之中，在創作中應用出來。」



Jennifer Chau, a name which is not new to me, is famous for her contributions as the chairperson of the HKIPP. Some people describe her as an interesting person with a great sense of humour. Some of my colleagues recently told me that she joined the 'Leica Test Drive Program'. Having heard about the name more and more from all of the above, it was a pleasure to finally meet her personally for a real chat.

## Creating the beauty of art through lighting

Jennifer is a full-time professional photographer. I have seen many of the pictures she took for Sotheby's auctions inside her studio, including shots of valuable jewels, fine watches and classic antiques which could be cropped and compiled into a priceless valuable portfolio of work.

When asked about why she likes Still Life Photography that much, Jennifer replied, "The main challenge of still life photography is to grasp the lighting. Photographers often use all types of techniques, together with their input of creativity and imaginative power. To reflect the most perfect view of the objects to the frame is the greatest task of all for a professional photographer." Jennifer has succeeded in achieving these objectives with stunning ease. She believes that the photographer should fully utilise the equipment to

hand and get the best out of it for the best productivity, in order to capture such scenes in the frame, rather than building them by photo editing. Of her collection of masterpieces, only a very few works required any additional post-processing. Sometimes, due to the tight working schedule and immediate variables, Jennifer was only able to take a single shot of her subject.

## Professional photography requires a passion for life

In the real world, Jennifer thinks that all things happen to be very positive and often appear with great joy. "Photographers should insist on maintaining a great deal of passion and concern towards life, and uses their five senses to tease the true feelings and emotions out of it, in order to capture the best photo." says Jennifer.

Since she was a child, Jennifer has been studying drawing and her parents also arranged a good teacher for her. Jennifer also attended some cooking courses in the Home Management Center during her teenage years. Jennifer just makes her best effort in everything she decides to do.

"What triggers you to walk up this road and become a professional photographer?" I asked. "It all started back during Form 2 of my secondary school life. During my first

experience in a dark room, I felt so excited when we worked on processing and film developing, and this built a solid foundation for my dream career: to become a professional photographer." Later, Jennifer found that her childhood drawing lessons gave her a solid foundation in lighting and reflections, and the application of these techniques was also a great help in her study of photography.

With average results on the HKCEE, Jennifer decided to obtain further training in Fine Art & Photography. "However, at that time, there was no special training in that field, so I tried to apply for further study in the US. I made a nice portfolio and presented it to the staff of the Consulate General of the United States. Luckily, they liked my artwork very much and gave me a visa to the country."

## A serious attitude leads to freedom in the work arena

In order to become a professional photographer, Jennifer worked whole-heartedly to complete junior college with very satisfactory results. It was then that she entered the famous Art Centre College of Design Pasadena and graduated with nearly full marks. "School life training was actually quite tough! The stress one needed to cope with was unbelievable. Not to mention it was the second best state university in town.



Creativity is supposed to be something free, but teachers often set certain house rules or even a full set of criteria while neither marking nor judging their students' work. Unsatisfactory works must inevitably reach the 're-do' stage. Punctuality was also a 'must' for submitting homework as well as attending classes. Some classmates gave up their studies after one or two semesters, and half of my original classmates had disappeared by the time I graduated."

### The Key to Success: Time Management!

After she graduated, Jennifer chose to start her career life in Canada, instead of the US. "I became a boss by setting-up a home office, and there weren't any other staff to spur me on. Nevertheless, I did set some house rules for myself to follow. I made myself sit down at my desk at 8:30am everyday and make cold calls to potential clients. I even set a certain target for myself, which was to achieve a certain number of replies until I put a stop to the cold-calling and called it a day," Jennifer explained. "Luckily, I did manage to have enough jobs to deal with every day, although I know the main reason I got so much work was that I had graduated from a famous university and customers often think "fresh" people have new ideas in life." Gradually, my client list grew bigger and bigger and I even garnered some big corporate clients." Such projects include HSBC's development in the

Canada's market. Every shot was taken by Jennifer's herself exclusively, and this was a unique experience for such a green photographer back then, Jennifer explained.

### Keep Moving forward

During those 6 years in Canada, life was quite pleasant and Jennifer gradually built her reputation. However, Jennifer decided to emigrate back to Hong Kong, the place where she was born. "It was such a relaxing 6 years of life back in Canada, but I had an urge to move ahead and face new challenges. There is one true saying about being a human being, one needs to move forward continuously, and being together with my family played an important role in this decision.

In 1991, Jennifer established her own studio named "Chau Studio Limited", which has continued to the present day. "I was not used to the Hong Kong work life and style when I first came back. I was uncomfortable with the way people deal with business, not to mention the major obstacles I was forced to deal with in my own business." However, Jennifer's passion and stubborn perfectionism, her mixed cultural background with both Eastern and Western influences, and her openness to share her creativity and concepts made the path smoother for her. From her initial client base of companies like McDonalds, Starbucks, Pizza Hut and Café de Coral, to her bigger accounts such

as Emperor Jewel, Chow Sang Sang, and Sotheby's auctioneers, and from food shots to fine jewellery sessions, Jennifer is always an achiever with no limitations. To be a success is her only goal.

### Jennifer Chau Travelog

Last October, Jennifer brought her Leica M8 and Elmarit-M21 /2.8 on a second trip to Yunnan. When asked why the M8, she answered, "Mainly for its compact size and convenience. The M8 is a small camera, and it provides great thinking space for oneself. Indeed, it paved the way for a better relationship between me and the local residents. Sometimes I purposely wait for things to happen and capture it on camera, rather than snapping people from a great distance like a paparazzi stalker," she says.

"I was once in an especially dark environment, and the Leica lenses still brought the layers of darkness into my sight. Such a scenario brought a great deal of pleasure to me. Not to mention the stunning colours, Leica has its own unique value and standards when it comes to professional photography."

"On the other hand, I am personally attracted to all sorts of changes in lighting. You can say I have a lighting fetish! Being a still life photographer, I should bring back all the light and layers bit by bit to the studio and apply them to my works," Jennifer concluded.

*The "Jennifer Chau Travelog" will be exhibited at the Schmidt Marketing Photo Gallery from today until September 30th, 2009. Visitors are welcomed to the show during office weekday hours.*

「Jennifer Chau旅遊札記」由即日起至9月30日，於「興華拓展相展廊」展出，歡迎於辦公時間內蒞臨欣賞。



## 後記

老實說，不笑時的Jennifer是有點cool的，但能夠訪問她，確是一件開心的事。她會坦率的和你談，彷彿帶筆者在她的生命裡遊了一圈，色彩繽紛。

筆者相信，從小就追求藝術的她，現今已達非一般的層次。但她沒有以成功自居，仍很開懷地接觸不同的人 and 事，比如和不相識的墾家人同桌吃飯，開懷地暢談一翻，也會特意的走到意大利小鎮學廚，從食物中領會當地的文化，正如她所說，「藝術從來就是源自生活的！」

### Writer's note

Jennifer has a charismatic, yet cool personality, which is most apparent when she is not smiling. It was a great pleasure to have had an up-close and personal interview session with her. Her willingness to talk and share her experience has enabled me to walk through her life in vivid colour.

I truly believe Jennifer's passion for art has only grown stronger since her childhood. She has obviously achieved a significant degree of success in what she does, yet she remains very open-minded and easy-going while dealing with all types of people. For instance, she wouldn't mind sitting down and having a meal with people she doesn't know and talking about anything with them.

Most importantly, her spontaneous passion towards a particular subject never fails her. She would rather be in an Italian restaurant somewhere inside a small village in Italy and learn the basics of Italian food by tasting authentic Italian cuisine and experiencing the rich local culture at the same time. To quote her, "the origins of Art lie within our lives."



## Jennifer Chau

周潤笙，生於香港，畢業於美國Art Center College of Design Pasadena, LA，並以接近滿分的成績取得「純藝術攝影學」學士學位。其後在加拿大溫哥華開展攝影師生涯，並於1991回流香港成立「Chau Studio Ltd.」至今。2002至2004年當選香港攝影師公會會長。Jennifer熱愛Still Life Photography，喜愛以不同的燈光技巧創作，帶出事物優美獨特的一面。

Jennifer Chau was born in Hong Kong. After receiving her Bachelor of Fine Arts in photography from the Art Center College of Design Pasadena, LA, she moved to Vancouver BC and ran a photo studio for five years. In 1991, she moved back to Hong Kong and established "Chau Studio Ltd." She was the president of HKIPP from 2002-2004. Jennifer specialises in still life photography and she has a passion for jewellery and food photography. She uses special lighting techniques to bring out depth and create the mood for a still object, just as a painter works with a paint brush on a canvas.