

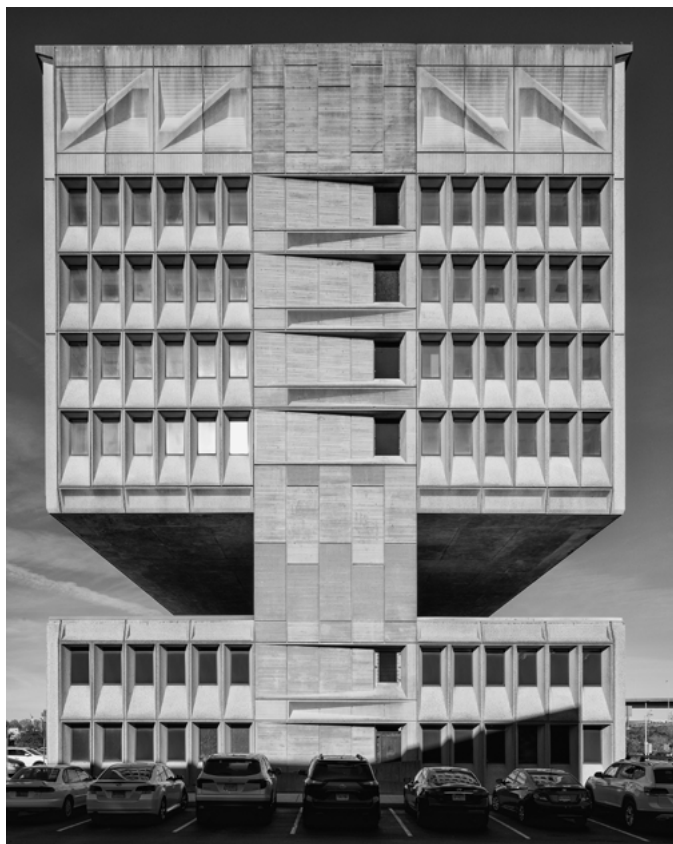
WAX YOUR

Press strategy

PRESS PACKS

MAY 2024

FOR ARCHITECTS



Piorelli Tire Building in New Haven, US, by Marcel Breuer (1970).

GRAHAM WOOD
WORDS

DAVE SOUTHWOOD
PHOTOS

WORKING METHOD

What we do

We understand that architects don't always have the time to document and present their newly completed projects for publication. Too often, despite everyone's best intentions, it's one of those tasks that get put off indefinitely. Then, when you need some photographs and a write-up, all you have are a few cellphone snaps and scribbles in your Moleskine.

We can help with that. We'll put together a press pack for you with everything a journalist or editor might need, with professional photographs and a carefully crafted design narrative, captions for the images and project team. We'll package it on a highly presentable PDF, which you can present to websites and publications. We'll even throw in some material for social media posts. Simple and effective.

How it works

You call us or drop us a mail, and we'll set up a half-hour meeting where we talk about the projects you'd like press packs for. You choose a package from one of our options below (depending on how many images you need). We arrange to visit the projects for a recce and to plan the shoot. We'll need you to help us arrange access and permission from the owners on the day of shoot.

You'll also need to set some time aside with Graham for an interview so he can do a write-up. You'll also need to review the draft copy to help check the facts and iron out the details. Then, we'll put it all together for you in a beautifully presented PDF with links to text and images, including captions, which you can send out to publications and platforms of your choice. We'll also slice and dice the copy for you so you have handy, pre-prepared social media posts that you can use at will.

- Send and email or call us
- Meet for half an hour
- Choose a package
- Sign a contract
- Be the subject of an interview
- See the visual material emerge
- Watch your inbox for a link to the press pack
- Broadcast your work!
- (Or ask us to do it)

We'll help you

- Improve your visibility
- Enhance your brand and reputation
- Gain recognition
- Raise your public profile
- Create awareness about your work
- Position yourself as a leader
- Keep your media presence current
- Build a publication record
- Document your work
- Free your employees to do what they do best

And what else?

In addition to still photography, Dave produces videos and sound. He is also a respected portrait photographer who can help with staff portraits. Together, Graham and Dave can help distribute your press pack and schedule social media posts for you.

Graham is also able to help draft competition entries, awards submissions and posters. He can help with website copy (including staff bios to go with those portraits) and press releases.

TABLE OF OPTIONS

Prices in ZAR

Option #1	10 000	Option #2	15 000
Hi-res images (3 hours).....	4	Hi-res images (half day)	8
Words	400 W	Words	500 W
LinkedIn/FB	4 x 80 W	LinkedIn/FB	4 x 80 W
IG.....	8 x 30 W	IG.....	8 x 30 W
..... Via WeTransfer	 Via WeTransfer	

Option #3	26 000	Add-ons	
Hi-res images (full day)	15	Competition entry text.....	POA
Low-res images	7	Edited 2.5 min video	15 000
Words	500 W	Extra hi-res images	1 200
LinkedIn/FB	4 x 80 W	Post-prod/hr.....	1 200
IG.....	8 x 30 W		
Video HD	5 x 30 sec clips		
..... Via WeTransfer			



Dave Southwood

photos/video/sound

Dave Southwood is a renowned architectural photographer, videographer and journalist, frequently sought out by top local architecture studios to document their projects.

His work has been widely published in local and international magazines, including World of Interiors, VISI, COLORS, the New York Times Magazine, New York Magazine, Wallpaper, Architectural Review and the Architectural Record.

His work has also been included in an array of books, including Johannesburg Gas Works and Up Up: Stories of Johannesburg's High Rises, both published by Fourthwall Books. He has produced several books, too, among them Hustles with Local Studio, a Johannesburg-based architecture firm.

He has been invited to speak at many local and international universities, including Yale (The MacMillan Center's Council on African Studies and School of Architecture), the International Centre of Photography (NYC) Ohio State University, the University of South Dakota, The New School and the Universities of Cape Town and Stellenbosch.

**DAVE
SOUTHWOOD**

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Dave is renowned for his considered, educated approach to architectural photography, creating images that not only look good, but actually convey insight and understanding of architecture and design.



Graham Wood

words

Graham Wood is a journalist and editor specialising in architecture, art and design.

He was awarded the Standard Bank SikuVile Award in the 'Lifestyle' category in 2022. He is the editor of Leading Architecture + Design, an international award-winning trade magazine published by New Media Publishing.

He has contributed to local publications including Business Day Wanted, Sunday Times Lifestyle, The Edit (another Sunday Times lifestyle supplement) and VISI.

Through Bureaux Editorial Agency, his work has appeared in international publications including Dwell, Elle Decoration UK, Architecture Digest and more

He has contributed to several local and international books, including Beyond the West: New Global Architecture, published by Gestalten (2020), architecture firm SAOTA's monograph LIGHT SPACE LIFE, published by Thames & Hudson (2021) and AfroSport, produced by Mami Wata (2023).

**GRAHAM
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