

LETTER FROM THE EDITOR :

‘Whimsical Magazine, Tales Of Portraits...

Whimsical Magazine is a brand new independent bi-monthly publication aiming to highlight and sublimize portrait photography in all its forms, envisioned as work of art, from fashion and beauty portrait, to fine art portrait, passing by black and white portrait.

Passion, creativity and emotion are our 3 watchwords.

For this first issue, we chose to propose an open theme publication, to allow a variety of photographers around the globe, to get the opportunity to submit their work.

Additionally to awesome and unique editorial portraits, every issue will consist of interviews and articles spotlighting talents, from every part of the world.

Have a good read!
Best regards, Sonyah’

LARS FINK RASMUSSEN

(Copenhagen) :

«FASHION AND BEAUTY ARE AN ART FORM-
IT SHALL HIT YOUR HEART AND MAKE YOU
WANNA STOP UP»

‘My name is Lars Fink Rasmussen. I’m based in Copenhagen, Denmark, but sees the whole world as my playground.

I have worked as a creative director, art director and graphic designer in the advertising industry for more than 25 years.

And for the past 2-3 years, I have been the photographer on various tasks, including packshots, lifestyle, portraits, fashion, interior, etc.

My brain is trained to think conceptually or to make good ideas, and I just love to tell beautiful stories - visual stories.

My biggest passion is beauty and fashion images. I can still be deeply fascinated by a beautiful fashion image and of all the work associated with fashion images.

All clothes and shoes, accessories, the right location, selection of models, the theme, the light, styling, makeup, assistants and photo equipment. And I love when the right model, the clothes and a cool location merge into one beautiful universe that makes pure magic for the eyes.’

Camera : *Canon mk5 IIII*

Lens : *Canon, Sigma and Tamron 35 mm prime, 50 mm prime, 85 mm prime, macros, zoom and other lenses*

Instagram : [@finkphotography](https://www.instagram.com/finkphotography)

You say you see the whole world as your playground. Until now, what has been your favorite place to shoot?

In Greenland at -31c degrees :-D Not exactly the most beautiful experience, but definitely the most chilling.

No, my favorite place is many from Toscana, Key West, Granada, but I have a big heart for Paros in Greece. So if I should buy a second house and only make outdoor fashion shoots I would do it there.

You love all the facets of a great picture, both before, during and after. What is your photographing routine?

Hmm, that's really hard to say! I try my best not to make any kind of routine. Routine kills creativity!

I guess I try to see every photo task differently, so if I one day make a beauty shoot and know if I set up all light the same way as the day before, something just teases me to set it up differently.

And I have sometimes planned an indoor fashion shoot with a lot of soft box flashing lights and ended up shooting with a speed light because I saw or felt something at the set that could make the shoot more edgy.

But with all that in mind, I always plan my shoots carefully and make a lot of research with locations, lights, styles, model, mua and so on. And of course, before all the planning, I love coming up with ideas about the shoot and to find the right style, model, stylist for the task.

I love every part of my shoots, before, with the ideas and planning, during, with all the involved people (I just love meeting people) and after, with selecting the right pictures and retouching.

The only thing that might could be called a routine is that I make the same faces as the models while shooting. I simply can't help it, and I don't do it on purpose! It often make the models laugh out loud, because I apparently looks like a moron :-D

What are your favorite camera and lens? Why?

I shoot with *Canon*. I have tried other brands, but it just doesn't feel right. *Canon* and I are best friends, because the navigation and buttons are made for my fingers.

I use *Canon*, *Sigma* and *Tamron* as lenses. I have many different, *35 mm prime*, *50 mm prime*, *85 mm prime*, macros, zoom and other lenses. There are something with the technology in *Tamron* that makes their *85 mm* lens extremely accurate and stable. It never lets me down.

After having worked in the advertising industry for more than 25 years as a creative director, art director and graphic designer, what made you chose to head for photography?

Well, that's actually a long story, but I will make it short.

As a creative developer at an agency, I have worked with a lot of photographers and filmmakers. I made the concept and they delivered the

pictures/film. I was on the set every time and sometimes, I helped set up the light and so on. And because I was on the set every time and for many years I, without knowing, got myself an extra education.

So, back then, when the financial crisis hit us all and my clients suddenly didn't have the money for expensive photographers, I had to do something.

So to keep my clients, I offered them a cheaper photographer - me! I was totally out of the comfort zone, but then again, I knew what I should do on a set. So the agency bought a camera, lights and different devices and then, it started. A campaign from idea to shoot and the next, and next. And before I knew it was my new normal to both be the idea maker and photographer. Today, I still do the same, but with way more shoots than concept developments. And I love it that way!