

Jan
31
2014

Use Architectural Photography To Provide a Tactile Experience to your Buyer

You may think that **architectural photography** is just the photography of buildings, but it's not. It's photographing how people live. It's about presenting a way of life to the consumer that s/he could possibly fall in love with.

Clean and Sparkling vs. Artless and Lived In

If you've always dreamed of cooking in a kitchen with a marble counter, then a photograph of this type of counter is likely to appeal to you. But it's important, when taking architectural photographs to make a home look lived in. So the marble countertop shouldn't be clean and sparkling. Instead, it will look more appealing if there is some cooking equipment strewn around.

Some vegetables and a chopping board, a frying pan with oil and garlic on the stove top, an uncorked bottle of wine and a half-empty wine glass will all make it look as though there really is a chef working on a great meal in this kitchen who is just taking a break or looking through the pantry to find another ingredient. It can also make the viewer of the photograph feel like s/he could just step into that kitchen and take over.



A Tactile Experience that Sparks the Imagination

These items make the experience of viewing the photograph more tactile. A sparkling countertop may be visually appealing, but actually seeing cooking materials in a kitchen makes it more real somehow. It helps the viewer to imagine what it would be like to actually live in such a home.

Similarly, flowers in the living room, a steaming cup of cocoa on the patio and lit candles in the dining room will have the same effect. Perfectly placed cushions may look great but a chenille throw carelessly strewn over one side of the sofa will make it look cozy and inviting. Books are also a great addition to architectural photographs, as are paintings with some personality. They help the viewer to see himself/herself reading in those surroundings or putting up artwork that s/he loves.

As architectural photographers, we are aware of these little details that help to sell a home. **Contact us** for photos that will help your viewers imagine how great it would be to live in your model home.

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