

Master of his Craft

It must be nearly impossible for brides-to-be to select exactly the right team of people to be involved in the biggest day of their life, which is why CONFETI seeks to showcase some of the wedding industry's greatest experts to our readers. Gregory Korvin, wedding film producer and photographer, is one such individual. Confeti speaks to the man himself to find out what makes Greg the perfect choice for capturing that all-important day.

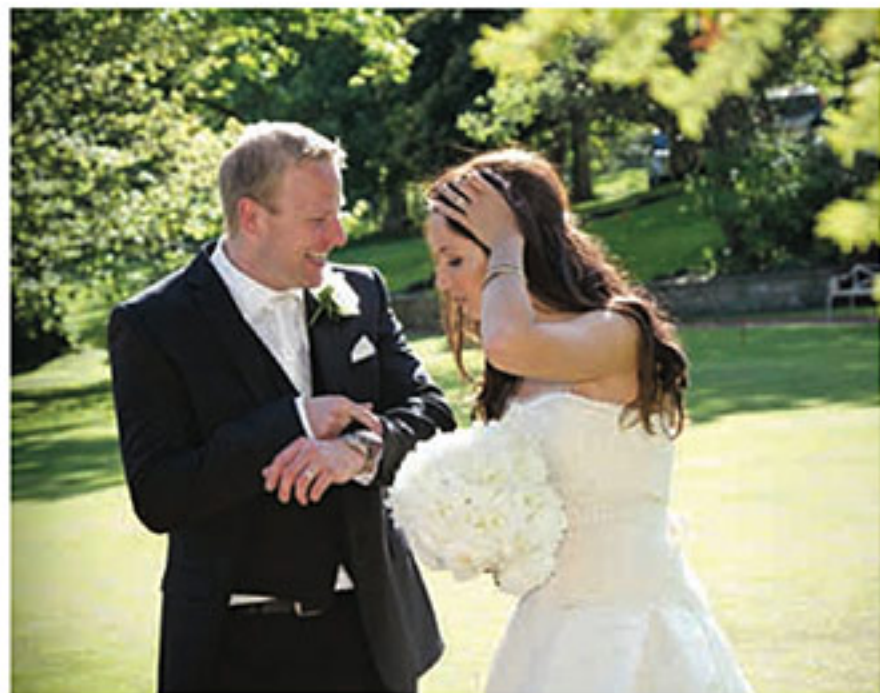


Greg established his film and photography company 'Sol Wedding' back in 2006 with the sole aim of following his passion for the craft. Since then, he has travelled throughout Europe to capture the celebrations of hundreds of newlyweds and worked with brides from locations as distant as Kazakhstan, Egypt and Russia, making him one of the most established individuals in his field.

Offering a range of three packages to suit any wedding budget, Greg has engineered an approach to wedding film and photography unlike anything else on the market. His attention to detail, in particular, is something that is apparent after viewing his wedding portfolio. Greg requests that all brides-to-be fill in an extensive questionnaire regarding plans for their special day and other clues to their personality such as 'What best describes you as a couple?' and 'Do you have a favourite film?' This immediately gives the photographer an insight

into the client he is working with and based on these answers Greg tailors the wedding package to suit. "We want to become almost part of the family", Greg tells us as he flicks through photos of the Sol Wedding film crew embracing one particular bride from a past wedding after they had finished their day's work.

The Sol Wedding founder also places a lot of importance on meeting the couple prior to their wedding day so they can see for themselves what products are available. It is certainly impossible to appreciate the calibre of products offered by Sol Wedding and the craftsmanship involved without meeting Greg at his studio. The handcrafted wedding book included in the Sun Package for example, is made in Italy with the finest materials and bound in beautiful coloured leather, as chosen by the bride. This bespoke product is truly unique. Greg insists that a template is never used in the creation of the wedding album; instead he meticulously arranges the set



of photographs (as chosen by the bride from the personalised wedding photo website) to fit with the theme of her special day.

It is after viewing the different Sol Wedding products that Greg's background in advertising and corporate branding becomes noticeable. Whatever the package chosen by the couple, all of the products are uniform in their style. The wedding DVD, photo album, even the wedding calendar and mini-books, which provide the perfect keepsake for family and friends, share a consistent colour scheme and style to make the ultimate collection to remember your day.

Another string to Greg's bow is his film production. A crew of several cameramen descends on various Sol Weddings throughout the year to capture the most memorable moments of the day. These films can be loosely based on the theme of a real movie of your choice; past Sol Wedding movies have incorporated James Bond, Sex and the City and Pretty Woman themes. Complete with 'Relax, It's just a Movie' Sol Wedding t-shirts and walky-talkies, the Sol Wedding team looks like a professional film crew and the result is nothing short of a blockbuster movie. As one client testimonial states, "We were delighted with the result, it is above and beyond anything we could have wished for. You really captured the magic of our day from beginning to end and have allowed us to re-live these precious moments over and over again."

The DVD can feature an uncut version of the wedding ceremony, the speeches, interviews with family members and even a set of outtakes. Greg also carefully selects a musical score to accompany the action and finishes the production with 'credits' or a running order of all wedding guests. "It's quite funny actually", Greg tells us, "nearly all of those brides who are initially unsure about opting for a wedding movie, end up preferring the wedding DVD to the photo album." After viewing some sample DVDs for ourselves we can see that the production so masterfully transmits the emotion of the day that it's almost impossible not to be moved by the scenes on screen.



Although the making of a movie could sound quite intrusive, the Sol Wedding team pride themselves on their ability to blend into the background of the day in order to capture the most natural of shots or scenes. "We almost want to be invisible for a day", Greg laughs, "the camera is pushed back and we capture genuine emotion." One Sol Wedding bride says, "We were initially against having a movie made as we feared the cameramen would be intrusive; however they were very discreet and we barely noticed them."

Equally so, the Sol Wedding team can adapt to more introverted personality types who need more direction in creating their perfect wedding shots. "We want to bring out the best in people", Greg states.

Sol Wedding's services extend beyond photography and film production, from an online wedding invitation to the printing of 'thank you' cards, from a pre-wedding shoot in the Sol Wedding studio to the creation of table cards; Greg and his talented team can direct you every step of the way. It is clearly evident that Greg lives and breathes his craft and we urge future brides to meet with him to witness his creative energy for themselves. "It's something I have never understood", says Greg, "why couples limit their budget on the photography part of their wedding because it is this that will remain with you forever!"

Check out all of the packages offered at Sol Wedding on their website at solwedding.com or like their page on Facebook.