

Michael Freeman  
Acclaimed Photographer and Bestselling Author &  
thebivou  
present



## The Lijiang Tea Horse Road Oct 30 - Nov 5, 2015

### The Three Skills Photography Workshop

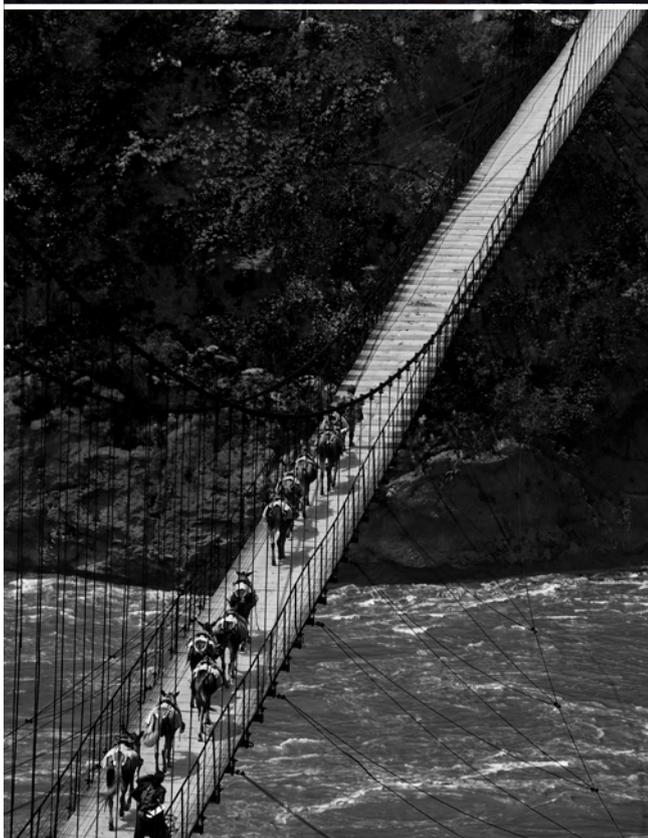
The Spring Michael Freeman photo workshop at The Bivou, Lijiang, takes masterclasses to a new level with a programme that sets participants on the path to fully rounded photography.

At the heart of the masterclass is the assignment. For the 7 days that they spend in the Lijiang area, participants will be working as a group on an editorial photo assignment called **The Lijiang Tea Horse Road**. Just as for a magazine, we'll be illustrating with our cameras this section of the ancient trade route, bringing it to life by focusing on a few spectacular locations: Old Lijiang, Yulong Mountain and Baoshan Stone City. With Michael guiding the shoot and as picture editor, this group assignment will be published both on-line and as a 50-page book.



Limited Availability  
Register Now Online

[www.bivou.com/photoreg](http://www.bivou.com/photoreg)



## The Three Essential Skills

For rewarding, satisfying photography, indeed to be a complete photographer, you need to have, and balance, three different kinds of skill. They are: **technical**, **visual** and **conceptual**.

**Technical** skills are to do with camera handling, knowing about exposure, depth of field, processing pictures on the computer, and so on. Almost all books and websites about photography focus on these, and they're essential - but only the beginning of the story,

**Visual** skills are more about seeing, and appreciating, framing images in the viewfinder, and of course composition. This, frankly, is when photography stops being nerdy and starts to become fascinating.

The third set of skills is **conceptual**. Are you aiming for beauty, drama, spectacle? Or perhaps you're trying to persuade your audience of something. Or setting out to tell a story with your camera. Storytelling is probably the ultimate use of photography, where it joins the ranks of writers and film directors to give the audience the opportunity to inhabit, for a short while, another world. A world that photographers have the privilege to explore.

## The Autumn Programme

In the heart of the ancient tea caravanserai village of Shuhe, next to Lijiang in Yunnan, **The Bivou** is our centre for exploring one of China's most photogenic and culturally rich regions. Much of it photographically untapped, central Yunnan lies on the old Tea Horse Road and is inhabited by Naxi and Yi peoples. Here, over seven days in October, Michael Freeman will lead a workshop that weaves together these three essential skills.

For **technical** skills we will concentrate on **exposure**, with Michael on hand also throughout to advise on every aspect of camera handling and settings. For **visual** skills the focus will be on **capturing light**, based on the many of the ideas covered in his recent book of the same title. For **conceptual** skills we do **storytelling**, working as a group to shoot a photo assignment on the region - which will then immediately be published as a group book.

## What to Bring

Your usual **camera** (with **extra lenses** if interchangeable), **tripod** if you have one (but not essential), **laptop or tablet** for downloading, processing and showing images, **notebook** (or e-equivalent). Also walking boots and **appropriate clothing** for our outdoor locations.



## Projected Itinerary

Throughout the programme, Michael will conduct seminars on the **Three Essential Skills**, as well as lead portfolio reviews amongst the participants. Discussions will be conducted in English. We will have a full day of photography and classes on Day 1, so participants are requested to arrive ahead of time.

### Day 1

#### Portfolio Reviews, Seminars, Exploring Baisha

Introductory session over The Bivou's famous homemade Breakfast, followed by portfolio reviews and a seminar to prepare for the coming shoots. The group project will be the creation of a workshop book of 50 pages, and Michael will explain how this will work editorially, with everyone's participation. In the afternoon, after a stroll around the village of Shuhe and lunch, we will wander through the quaint village streets of neighboring Baisha (also a UNESCO site), and do warm-up shooting. Michael will then give an illustrated talk on Storytelling through Photographs.

### Day 2

#### Yulong Mountain / Journey to Baoshan

We'll drive up the slopes of Yulong Mountain, passing through the beautiful Blue Moon Valley and stopping to photograph the turquoise lake and its drowned trees. Continue through the remoter valleys of Baishan County, stopping at villages on the way until, after five hours of driving plus lunch and shooting stops, we arrive at Baoshan, an ancient Naxi minority settlement carved out of stone. Late afternoon shooting here, then downloads and reviews at our comfortable guest house, where we will stay for two nights.

### Day 3

#### Baoshan Stone City

A full day in and around Baoshan on the Yangtse River. Morning light will give us more time to photograph the dramatic terraces that surround the village, and we will explore the surroundings, on horseback for those who like gentle riding. In any case, we will have a caravan of horses at our disposal so that we can photograph it as we please. In the evening, download images and review, with a talk by Michael. Under Michael's guidance, we will begin to pool our images for the book.

### Day 4

#### Baoshan, Minying and Return to The Bivou

Another morning shoot in Baoshan among the friendly villagers, then a slow return to Shuhe and The Bivou, with a detour to picturesque Minying Village. We arrive in the late afternoon at The Bivou for refreshments and reviews.





## Day 5

### Yi Minority Village

The workshop journeys up to the highlands to a pristine Yi village, virtually untouched by modern civilization, with which The Bivou has close relationships with the community. For the photographer, there is much here to explore: local farmers, traditional crafts, beautiful cloud forest and high meadows. Members of the Yi community, including elders, will show us local traditions and rites, and welcome us to lunch. This village was exactly on the Tea Horse Road. A perfect way to spend the last full travelling day of the workshop.



## Day 6

### Lijiang's Morning Market

### Final Review and Book Edit

Morning is spent exploring the colors and flavors of Lijiang's bustling Zhongyi market. We'll also stop by a tea center and have a portrait session with a local Dongba (shaman). After lunch, return to Shuhe and begin the final assembly of our book, changing rôles from photographers to picture editors, and putting into practice the ideas and techniques of Storytelling through Photographs already explained by Michael.

## Day 7

### Departures and Farewells

Over breakfast, Michael shares his parting words with the group.



The above itinerary is tentative and subject to change depending on local conditions.



## Trip Details

This 7 Day / 6 Night programme costs **2700 USD per person** and is inclusive of accommodation (double occupancy) at The Bivou, as well as our daily breakfast. Travel expenses as well as selected meals are also included. Each workshop is **limited to 8-12 people**.

As our programme is on a double occupancy basis, we recommend traveling with a friend or companion. For those who would like their own private room, we request an **additional 500 USD private room supplement**. Traveling companions can join the programme tours for only **2000 USD**, but will not participate in workshop discussions and photography seminars. All additional unscheduled excursions are not included within the price. Participants will need to make their own travel arrangements to Lijiang. The city is well-connected and we'd be happy to recommend websites and travel agents if you write in.

As the programme is very much geared towards the needs of the photography masterclass, participants will not necessarily be able to cover all the various sights and activities the region has to offer. We suggest extending your stay with us for several days either before or after the official workshop days to enjoy more of Lijiang. Workshop participants are entitled to a special 10% discount at The Bivou for such extensions.

After the workshop, Michael may remain at The Bivou for a few days, and may have time for some private tuition if there is enough interest. If you would like to take advantage of this, please let us know in advance. Please write in to us at [ask@bivou.com](mailto:ask@bivou.com) and we will arrange accordingly.



## Michael Freeman

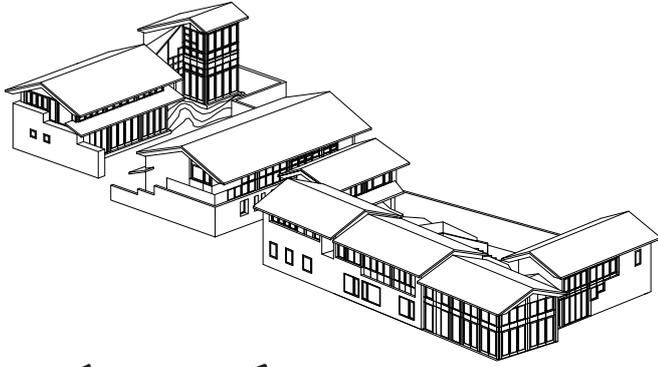
One of the most widely published photographers worldwide, Michael Freeman has worked for most major international magazine and book publishers in a long career. A leading photographer for the Smithsonian Magazine for three decades (more than 40 assignment stories), Freeman has also published more than 120 books on subjects as varied as Angkor, Sudan, ethnic minorities in Southeast Asia, the Shakers, and contemporary Japanese design and architecture. His 50 books on the practice of photography are standard works, and have sold almost two million copies in more than 20 languages. His contribution to teaching is the photography courses at the UK's Open College of the Arts, now to degree level in the national curriculum. London-based, Freeman travels for half of each year on shooting assignments, principally in Asia. His latest large-format reportage book is **The Tea Horse Road**, the result of a two-year exploration of one of the longest trade routes in the ancient world, between China and Tibet.



## Previous Workshops

Michael's Freeman's 2013 and 2014 Spring and Autumn Workshops were attended by participants from all over the world. For many, it was their first time visiting China, let alone this fascinating valley so beautifully brought to life in his book, *The Tea Horse Road*.

United by their passion for photography and adventure, these photographers developed a great chemistry that made the trips all the more enjoyable. An important lesson learnt by the groups was that fact that on photoshoots, events often don't go exactly according to plan. During the Spring 2013 Workshop, an opportunity arose to experience, at firsthand, a gathering of the Yi minority community at an important event. For many who attended (including Michael), this was a very rare chance to see local culture from the insider's perspective. It truly "made" the trip.



# thebivou

## 秘屋 lijiang

16 Zhonghe Cun, Shuhe Old Town  
Old Town District, Lijiang, Yunnan Province  
China 674100

云南省丽江市古城区  
束河古镇中和村16号  
中国邮编 674100

+86 (0) 888 5129449  
ask@bivou.com

[www.bivou.com](http://www.bivou.com)

The Bivou Lijiang, located in the UNESCO World Heritage site of Lijiang, is a designer guesthouse for the modern adventurer. Housed within two historic family yards built by the area's Naxi minority tribe, our 16 rooms look out over private gardens landscaped to reflect the full color and fragrances of the changing seasons. The Bivou has been borne out of a simple idea: an adventure lodge that is authentic and sustainable, and sets new standards in comfort and style.

