

A **Room** with a view of the future

07  
Feb  
2014

# Looking ahead in 2014

We're going to kick this year's Trend Reports off with an overview of 5 predicted trends for photography subjects to get your juices flowing. It's Local. It's Diverse. It's Sporty. Age is irrelevant. And most of all it's about the right moment. Seems tailor made for all you mobile shooters.



# 1 Drop the stereotypes

Forget the stereotypes and think diversity.

That's the message advertisers want to promote in 2014. Whether it is breaking from the traditional family unit, fighting gender stereotypes, or celebrating multi-culture and multi-ethnicity, we want no more visual cliches.

Keep it real!



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## 2 Local has global appeal

The appeal of local culture, nuances in regional lifestyles, architecture, food and people will continued to be celebrated on a global level as clients look to abandon generic, staged stock photography for images with a more personal touch.

Authenticity thrives. But real doesn't mean dismal, advertisers look for images that show the colors and best things in local life.



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### 3 It's all in the moment

2014 will celebrate living for the moment and advertisers will be scooping up the best images that capture spontaneity, a beautiful instance in life, but are creative and visually engaging.

It's about bringing immediacy and accessibility to tired stock ideas.

This is the ideal situation for mobile photographers.



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## 4 Who cares about age?

The 50+ age group has huge spending power and the focus in 2014 will be on happy, active seniors. The stereotypes of grandparents will be replaced by Super-grans and Super-grandpas taking the opportunity to live a life filled with vitality.



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## 5 Get Sporty

2014 will be another great year for sport. From the Winter Olympics in Sochi to the FIFA World Cup in Brazil.

Real people enjoying all types of sports in everyday life, in every corner of the world. In their local parks, on the street. Be it jogging, a kick about or a sports club. Brands will continue to promote the power of sport.

And don't forget the spectators!



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## Summary

### Shooting tips from this weeks trend:

- People respond to images that convey genuine feelings and emotions in a simple way. So try to capture these real moments rather than set them up.
- Real people resonate with an audience, but remember real doesn't mean 'dismal' or 'grungy'. Lifestyle images need color, light and most of all an emotional connection.
- Look for the best moments and bring some of that to your shots. A personal perspective resonates with a wide audience.
- When shooting emotions and the connections between people, try to be inventive with your angles and viewpoints.

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