



## Through The Lens With DIA SALEH

With over 20 years of experience in the world of commercial and fashion photography, Dia Saleh is regarded as one of the top photographers in his field. His client list ranges from giant corporations to top modeling agencies to celebrities and VIPs. Featured in renowned magazines and ad campaigns, his assignments take him all over the world. Saleh's wedding photography is refreshing, spontaneous, and emotional; his style is clean with a modern sensibility. He portrays special moments using a unique blend of photojournalism and fashion photography.

### How did you become a photographer?

After graduating with a business degree from the U.S., I moved to Montreal. Not feeling satisfied working in the business world, I decided to change careers and went after my early passion: photography. After completing my photography studies, I opened my own Montreal studio with a special focus on fashion and commercial photography.

### After a long career in fashion photography, what motivated you to do weddings?

I entered the wedding photography world mainly to prove that wedding photos don't have to be a cliché. I looked around me and saw that everybody was doing the same thing and I wanted to do something different. I wanted to push the boundaries of tradition. Modern couples I talked to wanted



something fresh and spontaneous. They also wanted a photographer they could treat as a friend, because only then they can be natural and feel at ease.

### How does your experience as a fashion photographer influence your wedding photography?

I approach every bridal shoot as a fashion shoot, I just can't escape it. I direct brides as models (and they love it). I never adjust their chins or put their hands in a specific way – that's boring and old school. Modern brides are now asking for pictures



similar to what they see in bridal magazines, pictures with a fashion edge. They don't want the same pictures their grandparents had. I just give couples loose guidelines and let them interact. My couples are never static, never rigid. They're playful and fun and romantic and real. Times have changed and so has wedding photography.

### Why is it important to have a detail-oriented photographer?

Details are what make each wedding unique. My goal is to give couples personalized pictures, something they can relate to later. Photos like bride's shoes, groom's tie, a candle on a table, a close-up on a child's face, a mother's tearful eyes, photos like that tell so much of the wedding day's story. Couples usually put a lot of thoughts into their wedding, from the venue to the dress to the flowers to the table settings. My pictures have to reflect that. From a distance all weddings look similar. You need to come closer to see and appreciate the uniqueness of each one.

### I noticed that all your couples' portraits are set against beautiful backgrounds. How can time-pressed couples find beautiful settings for wedding pictures?

I always scout locations ahead of time. I choose two or three spots that I know will work best given the time of the day, and look for "clean" backgrounds with no clutter and a good sense of place.

### Who are your clients?

Most of my clients are exposed to the world and are seeking something different. They want "cool" images that reflect their personalities. It's hard to get that when you deal with a big studio that operates like a big factory. I offer more of a boutique service, tailor-made to each couple's needs and personality.



### Do you offer video service as well?

Yes. Couples have the choice to hire me for both photography and video or just photography.

### Do you have any advice to couples getting married?

As beautiful as your wedding day may be, the next morning it will all be gone except for the pictures. Choose a photographer that matches your style. Someone who understands you and that you're comfortable with. Make sure that you both speak the same language. 📸

*Dia Saleh is the director of photography at Front Row Publishing. You can see his bridal fashion shoots in this issue of Living Well Weddings. To see more of Dia's work please visit [www.diaasalehphotography.com](http://www.diaasalehphotography.com)*