

A GIFT FOR THE GUILFORD BUILDING

Architectural Photography by Mario Grigni



Now hanging in our conference room is a dramatic, stylized photograph of The Guilford Building presented to us by Mario Grigni of Greensboro. In 1963 Mario became an architect in Turin, Italy, and soon realized that architects want photographs of their architecture. So he started taking photographs of buildings – some of his own design and some of fellow architects.

His days of designing buildings are behind him now, but his interest in architectural photography remains strong. “How do you make your photographs so unique?” we asked Mario, and he let us in on his photographic process.

Although Mario takes pictures with a simple point-and-shoot camera, his process is anything but simple. He starts by visualizing the final image that he wants to create – a full artistic conception.

To create the image of The Guilford Building, Mario took nine photographs. Three were of the lower floors, each at a different exposure. One photo showed the details in shadows or dark areas; one captured details in

highlights or bright areas; and another brought out details in an average exposure. He took three more images of the mid-level floors and three of the top of the building.

Moving to his computer, Mario then used Photoshop Elements to perform post-processing. First, he blended together the photographs for shadow, highlights, and average exposures to achieve high dynamic range (HDR). Then he merged the HDR images panoramically for each set of floors in a vertical direction. With the vertical, panoramic merger finished, he produced an image of the complete building with great detail in dark, bright and moderately-lit areas. Mario calls this a “good image” from which to start his artistic interpretation.

Mario eliminates some details in areas where he wants to minimize attention. He calls this “simplification.” He also adjusts the colors to focus attention where he wants the viewer to concentrate. He may also apply other adjustments so the final image is its own message.

Thank you, Mario.

Enjoy the Holidays!

The Guilford Building will be closed for Christmas on December 25, 2017, and on New Year's Day, January 1, 2018.