



Euan Anderson, Photographer

One of our greatest pleasures at ATLANTA is finding good artists and encouraging them. By commissioning work for our magazine, and showcasing their work, we support them both financially and mentally. These images are by Euan Anderson, our new photographer. We think he's awesome.

Think you know your rock gods and goddesses? Know who these ones are? Answers on Euan's website (www.euanandersonphotography.com).

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FIVE OF OUR EIGHT DESIGNERS & PHOTOGRAPHERS HAVE SPUN OUT (CREATED) THEIR OWN BUSINESSES.

Sarit does most of the commissioning of work (for our magazine) from our photographers. They usually go away and do their own thing. I, Nicky, work with our graphic designers here at our office on the Mound in Edinburgh.

Over the years since we launched ATLANTA magazine in 2000, five of our eight designers and photographers have spun out (created) their own businesses. We are intensely proud of that.

We often take artists who are at the start of their commercial career (though Euan is different). They can be any age, they've ranged between 21 and 40 to-date. We commission work for our magazine, and also introduce them to new clients.

If they are new to the commercial world, we give them experience, confidence, responsibility and encouragement. It's easy for us to trust them but they are

often astonished to be given such a free hand. Freedom allows them to develop their own style. Responsibility shows them they can do it, and gives them confidence.

There has been the odd hiccup. Our first graphic designer, even with a first class honours degree in graphic design, found the prospect of being in charge of a magazine, and all the responsibility, too daunting. We helped

him find another job at one of our subscribers. Then James turned up, who hadn't even left University yet, and started running things. Usually, after about two years, they start getting bored, and move on. So we hunt for more.

At the moment, Grant Reid, our photographer, is living in Texas, hence Euan has joined the team, and we've also just welcomed our new graphic designer from California, Aimee Wachtel.



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