

HOW TO USE THIS BOOK

1

Pick a page. You can either start at the beginning and work your way to the end, or start with the very last one and work your way back to the beginning, or just randomly flip through the book until your finger lands on a challenge that you find exciting.

2

Read your challenge for the day and think about how you will go about it.

3

Read the quote to get inspired.

4

Go! Take your photo(s) of the day.

5

Feel more present (and happier). Become an expert at paying attention through the medium of photography. Curiosity and awareness add colour to your life.

6

Share your shot. Each challenge comes with its own hashtag. If you feel like it, you can use this hashtag to share your creations on Instagram and to connect with others who have done the same.

An important note from the author:

Whenever you're feeling overwhelmed, like the day is getting away from you, and you know that you need to take a break: that's when it's time to grab your camera and open this book. You don't have to do a challenge every day. Do it on days that you feel like it.

And most importantly: you can only do one photo challenge a day. We already multitask more than enough as it is. Tomorrow is another day, and another photo. Today just do the one, and be done.

If you treat it well, this book will last you a lifetime. You will continue to see new things and take different photos every year. Keep looking. Keep seeing. Keep photographing.

003

PHOTOGRAPH THREE THINGS THAT ARE IMPORTANT TO YOU TODAY.

How amazing would it be if you could live your life all over again? Would you do things differently or the same, if you had known then what you know now? You might not, but then again you might. Because you are who you are today because of all the decisions that you made in the past.

Select three things that are important to you, that you think make the world more beautiful. Take a photo of each of these three things. You can take more pictures, of course, but try to narrow down your choice to the three most important things before you go to bed.

“You can’t go back in time, and regret is pointless. The crucial thing is to start paying attention now.”

Michael Foley

004

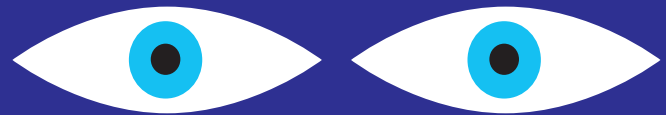
HOLD YOUR BREATH FOR A FEW SECONDS EVERY TIME YOU TAKE A PICTURE TODAY.

When we take a photo, we stop the world. We freeze an instant in time, capturing it to ensure the moment lasts forever. You can’t do this when you’re moving fast, pointing your camera at everything around you. So take your time today. Stop to a standstill for an instant several times throughout the day. Hold your breath. Observe the world around you. Take a picture.

“To photograph is to hold one’s breath, when all faculties converge to capture fleeting reality. It’s at that precise moment that mastering an image becomes a great physical and intellectual joy.”

Henri Cartier-Bresson

**“WHATEVER MAKES YOU HAPPY,
YOU PUT IT IN YOUR WORLD.”**



**Bob
Ross**

Tip 05

Follow the rule of thirds.

“You don’t take a photograph, you make it.”

Generally, people just tend to look at what’s in front of them and snap a photo without giving it a second thought. The result is either a very boring photograph (when you place your main subject in the centre of the frame) or a messy shot (when there simply is too much going on in the frame). They forget that the image needs some arranging, and that it’s up to the photographer to create order. Unlike a painter who can start from a blank canvas, your tools are the elements of reality. It’s your job to play with the elements with which you are presented and find some balance and structure. When you compose your photograph, you must decide what goes where, guiding the viewer’s eye to whatever it is you want them to see.

There are some tricks to help you with the composition of your image. ‘The rule of thirds’ is probably the best-known one. In fact, it is so well-known that it has been integrated into your camera and your phone. Find the ‘grid’ overlay in your settings and turn it on. You will see two horizontal and two vertical lines that divide the frame into nine equal zones. Now, bring your picture to life by moving your main subject away from the middle and aligning it with one of these lines. Better yet, position it at the intersection of these lines, also known as the four points of interest. This will help you arrange all the different elements in your frame, resulting in a better composition and therefore a more dynamic and compelling image.

Another simple way to improve the composition of your photos is to place the horizon on the upper or lower third, rather than in centre. You can align the tree with the left or right vertical and let the playing child bounce around on one of the four intersecting lines. Don’t worry if this all seems a bit forced at first. By practising and doing this more often, it will become second nature.

Go to the park today and try to take ten good pictures that follow the rule of thirds. Start to shape your own reality.

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**PACK A SECRET
IN A SUITCASE TODAY
AND TAKE A PICTURE OF
THE SUITCASE.**

All other people will see is a picture of a suitcase.
Only you know what's inside.

“My drawing was not a picture of a hat. It was a picture of a boa constrictor digesting an elephant. But since the grown-ups were not able to understand it, I made another drawing: I drew the inside of the boa constrictor, so that the grown-ups could see it clearly. They always need to have things explained.”

Antoine De Saint-Exupéry

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**TAKE A PICTURE
OF YOUR VIEW TODAY.
WHAT DOES THE WORLD
LOOK LIKE FROM YOUR WINDOW?**

Go to the window of the room you are in right now. Open it, take a few deep breaths through your nose, look at what you see, and take a picture. Share your view of the world, with the world.

“Set wide the window. Let me drink the day.”

Edith Wharton



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PHOTOGRAPH SOMETHING IN YOUR HOME TODAY THAT IS MADE FROM WOOD.

Look closely at the wooden object that you selected. Touch it. This object was once part of a tree in a forest somewhere. If you're lucky, you may be surrounded by lots of wooden objects, lots of little bits of nature in your home.

Wood feels very different to the touch than other materials. Can you feel the warmth of this object? Observe its structure, the pattern of its markings, how unique it is. Look at this object and know with full certainty that there is not one object in the entire world that looks exactly the same as the one you're holding. Take a picture.

"If you can't feel what you're looking at, then you're never going to get others to feel anything when they look at your pictures."

Don McCullin

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BUY YOUR FAVOURITE SWEET OR CANDY TODAY. TAKE MULTIPLE PHOTOS OF IT AND THEN EAT IT.

Start by smelling it. Look at the colours. Hold it against the light. Then take a few pictures. Now eat it. Feel your tastebuds explode.

Do you remember the first time that you ever tasted this sweet? Do you remember that you just couldn't get enough of it? Do you remember telling yourself: when I'm all grown up, I will eat this every single day!

"Taking pictures is like tiptoeing into the kitchen late at night and stealing Oreo cookies."

Diane Arbus

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PHOTOGRAPH THE BORDER BETWEEN MAN AND NATURE TODAY.

At the dawn of time there was only nature. Where you are standing (or sitting) right now there used to be wilderness only. A vast, open space. Humans lived in harmony with their environment until they started to modify it.

But there still is a place where civilisation stops and nature begins. Find this border today. Take a picture of a place where nature is breaking through. Think of what it must have looked like at one time.

“The power of nature can make fun of the power of man at any time!”

Mehmet Murat Ildan

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MAKE A BOOKLET TODAY OF ALL THE PHOTOS YOU TOOK THIS YEAR AND CHOOSE ‘THE BEST ONE’ FOR THE COVER.

You can repeat this one every year. Go through all your photos from the past year and put together a nice little album for yourself. Which photo will you choose for the cover? Have it printed and start a series, adding a new booklet each year.

“I know this much: that there is objective time, but also subjective time, the kind you wear on the inside of your wrist, next to where the pulse lies. And this personal time, which is the true time, is measured in your relationship to memory.”

Julian Barnes