THE FRANKLIN REPORT
BETTER REVIEWS. BETTER RESULTS.

Company Portfolio

Fred Licht Photography
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Fred Licht Photography

Company Philosophy

Fred Licht is an architectural photographer commended by sources for his artistic eye, his calm demeanor, and his ability to tell the story of a room in one perfect shot. A veteran of the industry, Licht has been a professional since 1990, working for some of biggest magazines and brands in the business over the course of his career. His work is thoughtful, composed, and free of excessive sheen or gimmickry (Licht's clients often use the word "classic"). In manner, he is described as "extremely thoughtful, patient, and friendly"—he is just as comfortable speaking the aesthetic language of art history (Lict has an MA in art/art history from UCLA) with designers as he is talking business with frantic editors on a deadline. Licht also is an accomplished portraitist - he often photographs his clients in their homes or gardens, leading to a relaxed session that yields a natural, charming result.

Areas of Expertise/Recent Projects

(See above images)

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