



## LITO GENILO | SMART SHOT

*Smart Shot's LITO GENILO can be hailed as a legend by his peers and a close friend by his clients. His innovation and experience has made him an icon in the wedding scene.*

*A Photo-pioneer in the wedding industry, Lito Genilo remains to be the sunny, mild-mannered photographer that carries a certain ease and uncanny comfort to his clients. With years of expertise under his belt, he continues to win the hearts of couples as he captures them in their most endearing moments.*

### What sparked your interest in photography?

It started during my seminary years when one of my professors conducted free photography sessions. Since then, I got hooked with it and it became my passion.

### Why did you choose to specialize in wedding photography?

I was searching for something I want to do until a friend encouraged me to join "Great Image", a wedding video and photo shop. From there, I had the opportunity to be involved in its operation learn the business. With guts and determination, I finally decided to put up my own wedding video and photo company.

### How many years have you been photographing weddings?

More than 15 years

### Are you part of any professional associations?

As an international photographer, I am a member of the Professional Photographers of America (PPA); the Wedding and Portrait Photographers International (WPPi); and the Wedding and Event Videographers Association International (WEVA). Locally, I am a current board member of the Wedding and Portrait Photographers of the Philippines (WPPP).

**What is that particular event in your life that you consider as your "big break" into this industry – the one that earned you the respect and recognition of your fellow photographers?**

When I became the president of the Wedding and Portrait Photographers of the Philippines (WPPP). This is an organization of professional photographers in the Philippines whose purpose is to promote and foster the goals and programs of wedding photographers.

**If I were to get you as my wedding photographer, how far in advance do I need to book with you?**

Booking is accepted anytime as long as my schedule will cooperate.

**What time do you arrive to setup your equipment?**

I would normally report 3 to 4 hours prior to the wedding time to give me ample time to take photos of the couple's wedding

**How many pictures are normally taken during a wedding?**

More than a thousand...

**How many cameras do you use and how many assistants does it require for you to fully cover a wedding?**

I bring two (2) sets of photo equipment for me alone and other set of photo equipment for my back-up photographer

**What equipment do you use?**

Canon

**What's your primary style in photography?**

Fashion Approach and Editorial

**What is your video style: cinematic or documentary?**

Cinematic

**Describe your typical day at work.**

Without photography commitments, I indulge more of my time in reading and researching topics about photography and videography to keep me abreast on the its latest trends.

**Tell me about a unique, queer, funny, or interesting experience you have had while photographing a wedding.**

I do love destination pictorials. I get to see different places not only locally but internationally.

**Are you a fan of themed-weddings? (Beach, Eclectic, etc.) What is the most memorable theme-wedding you have covered and why?**

Yes. The most memorable theme wedding I had was in Hawaii.

**What was the longest wedding you had to cover?**

Chinese wedding

**Have you photographed celebrity weddings?**

Yes, Gladys Reyes, Anthony Taverna, Maricar De Mesa

**What do you love the most about your job?**

I love what I do. I am what I do. Photography is my passion what I do best. I am self employed, doing something that I love, and getting paid to be creative.

**Who is your most favorite photographer?**

Yervant and Jherly Ghiones : both Australian photographer

**What do you think distinguishes your work from that of other photographers?**

I do not follow them, I set the trend.... Some of the things I introduced are the trash the dress session, mystical lighting technique and creative infrared.

**What makes your photographs better or different than anybody else's?**

A wedding photographed by me always tells a unique story. I am a photographic artist who is passionate about each event. I take relaxed approach to wedding photography, and my images capture the unique spirit and moments. My wedding portraits express a calm appeal- the bride and groom flash their smiles naturally and spontaneously. My eye for detail combined with cutting-edge technical expertise results in striking wedding photography that is contemporary, timeless and elegant.