SACHA WALDMAN

One of the original photographers to pioneer digital art in commercial work, Sacha has become known for his skill at transforming raw ideas into captivating, exquisitely crafted images. Sacha loves the craft of photography and constantly looks for new and unique ways to develop his visual aesthetic. Moving with the times, Sacha is currently pushing the limits of shooting "in camera". Sacha grew up in South Africa before moving to New York in 1995 to pursue a fulltime career behind the camera. He starting out shooting hip-hop performers and album covers for the likes of 50 Cents, Eminem and Dr Dre. He has shot portraits for celebrities, sports stars and politicians including the likes of the late David Bowie, Ben Kingsly, Wayne Rooney, Ali G and Pharrel Williams.

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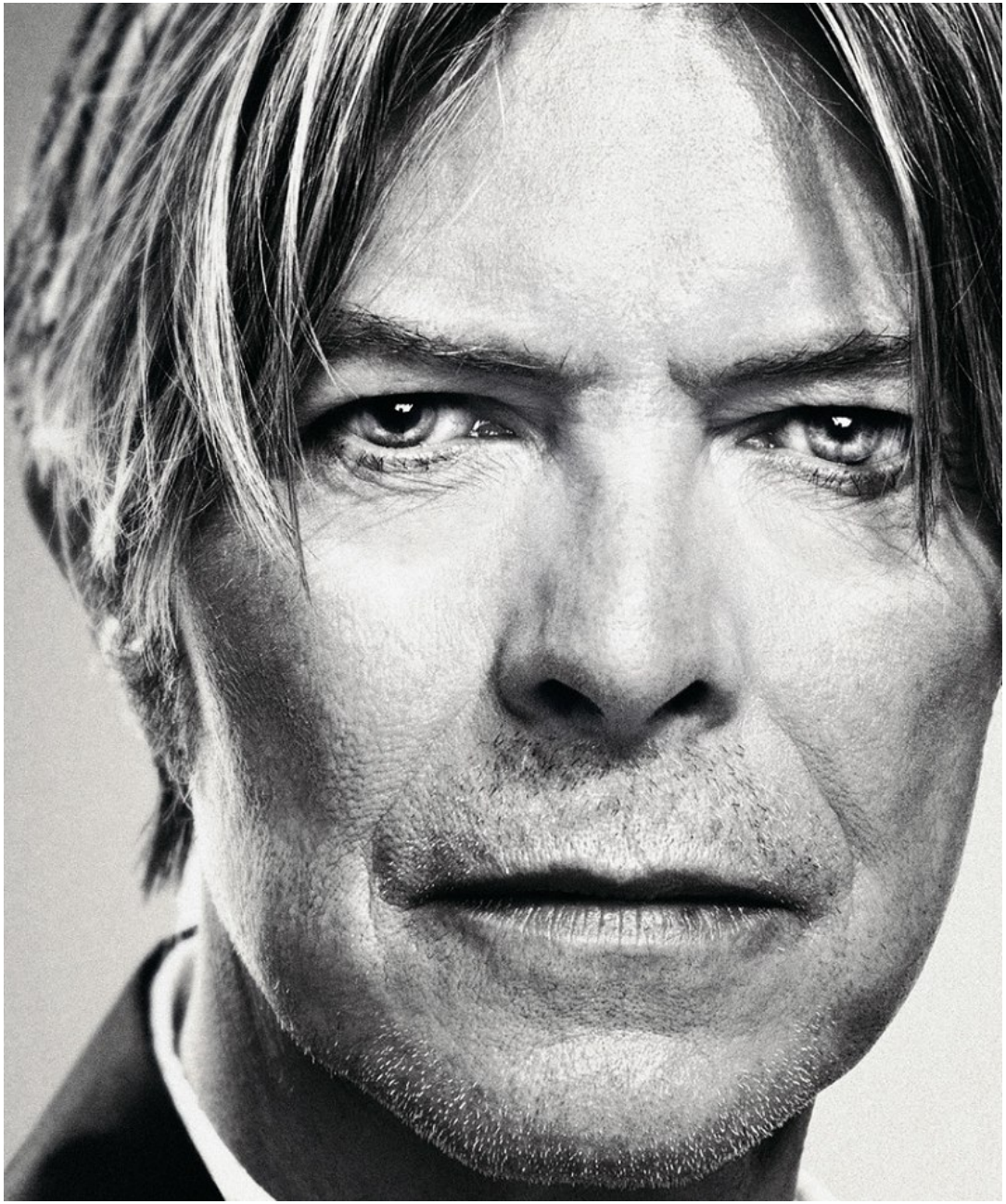

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