

MAGIC HOUR™

MAGIC HOUR PHOTOGRAPHY

Golf club & resort photoshoots by Andy Hiseman

2020 TESTIMONIALS





“The magic hour after sunrise, and before sunset, is when a golf course looks its best. If you’re out at that time, and well-prepared, amazing photographs are possible ... wherever you are.”

Andy Hiseman
MAGIC HOUR MEDIA

TESTIMONIALS - CLIENTS

As part of our website redesign, and a clubhouse refurbishment, we needed to update and upgrade our on and off course photography. Having worked with Andy over a number of years, he was the obvious choice for this project. He spent three days at North Hants, submerging himself within the membership and the team, taking thousands of quality images of every area, from every angle.

It is fair to say **we now have the biggest and most professional library of images that we have ever had, and it has helped transform our website and other marketing collateral.** I cannot recommend Andy Hiseman highly enough, not only for professional photography, but for his other specialist areas.

NORTH HANTS GOLF CLUB, Hampshire, UK



TESTIMONIALS - CLIENTS

We are very, very happy with Andy's photos. The colours, the details and the style are refreshingly different, engaging and contemporary. He threw so much energy into the project, and his photos now play a major part in our Membership brochure.

ROEHAMPTON CLUB, West London, UK

Andy is easy to work with, very organised and we worked together on the brief that he executed expertly on the day of the shoot. The result is a good stock of **professional photos that we use for all of our spa/fitness marketing**.

THE OLD COURSE HOTEL, St Andrews, Scotland

Harpenden Golf Club were looking to create a bank of images to use across all media platforms over coming years. **The quality of Andy's work, coupled with his enthusiasm and professionalism on site made the project enjoyable for all at the Club**. The range of images, including the Course, Facilities and also People show not only what the Club has to offer, but captures life at Harpenden Golf Club

HARPENDEN GOLF CLUB, Hertfordshire, UK

We are delighted with our photos from Andy, which capture the essence of the course. **We have used the images in all our marketing**, and some have appeared in golf magazines. He turned up at the crack of dawn and stayed until late into the evening ensuring that he got the best light conditions. The finished photos were produced quickly and in multiple formats so we didn't need to edit them at all. We were very happy with the service from Andy and **will use him again** in the near future.

NORTHANTS COUNTY GC, Northamptonshire, UK

I had witnessed Andy's work with various clubs across the years and received many recommendations for his professionalism and his ability to capture a view in a new light. **He did not disappoint**. From the first phone call I could sense his passion. He clearly communicated timescales, followed our brief perfectly, and his attention to detail enabled him to perfectly capture our wonderful golf courses at Moor Park. We now have beautiful catalogue of images which we are using for our marketing, website, social media and much more. **Andy is a pleasure to work with**.

MOOR PARK GC, Hertfordshire, UK

TESTIMONIALS - CLIENTS

His photos capture the enjoyment of belonging to a golf club, as well as the beauty of a golf course. Great images are all important in this mobile optimised age. Andy Hiseman's work is central to our marketing now and in the future.

BGL GOLF (10 venues photographed)

The photos which Andy took are amazing. He presented parts of the golf course in ways we haven't seen before. Really impressive.

THE HERTFORDSHIRE G&CC, Hertfordshire, UK

Andy **captured the true essence** of our opening weekend here at Dreamland Golf Club. His deep understanding of course photography and golf club events, and his genial way with people – including a vitally important high-society dinner with VIP guests – produced a large portfolio of images suitable for all our marketing needs.

IMG GOLF MANAGEMENT / DREAMLAND GC, Baku, Azerbaijan

The images which Andy produced for our website are amazing, and I would suggest they have helped me to gain **over 100 new members this year**. It is important to have professional imagery for your business: Andy would always be my first call.

BRAINTREE GC, Essex, UK

Andy's work is stunning – he has the art of making photographs come alive. Amazing images. He seems to be in the right spot at the right time, for every photo!

CHATEAU DES VIGIERS, Monestier, France

We asked Andy to update our internal clubhouse photography as well as our tuition photos and also some of our iconic Putting Green, for our website re-launch. I was delighted with Andy's levels of service and communication throughout the process and he captured exactly what was required, supporting the more modern and fresh look to our website. **I would not hesitate to recommend him.**

LITTLE ASTON GC, West Midlands, UK

Andy offered complete flexibility as regards the weather, and showed great understanding of the brief. He worked morning, noon and night to maximise the opportunity. The result is **stunning photography for Tewkesbury Park.**

TEWKESBURY PARK, Gloucestershire, UK

TESTIMONIALS - CLIENTS

I asked Andy to update our catalogue of photos for our new website which was launched earlier in the year. I have to say **I am thrilled with the outcome** – we now have a wealth of cracking photos showing exactly what we wanted. Plus, our new website is performing very well which in part we're attributing to Andy's work.
GORING & STREATLEY GC, Berkshire, UK

Not only do Andy's photos show the golf course at its beautiful best, but they also capture many other aspects of the club for our marketing needs. **I have no hesitation in recommending him** to anyone looking to enhance their imagery.
WILDERNESSE GC, Kent, UK

From first point of contact to final delivery of photos, Andy was **an absolute pleasure to work with**. His professional, knowledgeable and helpful manner made the whole process run very smoothly. Andy captured not only the beauty, but also the atmosphere of the club and course. We're delighted. Highly recommended!
KIRTLINGTON GC, Oxfordshire, UK

Andy Hiseman's ability to take **outstanding photographs** of our golf courses has produced a huge collection of images which are each worth a thousand words.
CROWN GOLF (27 venues photographed)

Having seen some of Andy's recent work at other venues, I decided to approach him about photographing our course. I found him very helpful, knowledgeable informative and keen to help. I received a lot of free advice with no obligation to engage his services but boy, am I glad we did! From the very detailed pre-visit document that went out to our Heads of Department to the constant checking that the weather conditions were absolutely right for the shoot, everything was first class. The imagery itself is fantastic with early morning shots mixed with daytime and late evening shots. **The portfolio we have is extensive and very, very professional. I can't recommend Andy highly enough.**

CANTERBURY GC, Kent, UK

Andy produced **a fantastic set of images for us**, working very long hours, and was as unobtrusive as possible whilst golf and events went on around him.

SURREY DOWNS GC, Surrey, UK

TESTIMONIALS - CLIENTS

Andy Hiseman is a professional and dedicated individual who seeks out perfection in what he does. From the first contact he provided **an outstanding service** with a relaxed and engaging style which made the whole process so easy from our perspective. He communicates professionally and thoroughly, leaving very little to chance. His work ethic ensured he did all he could to achieve the best results for us, leaving no stone unturned to get the best shots of our Club. With detailed preparation and constant dialogue with our team, he was able to produce some fantastic shots which showed off our Club at its best. I would have no hesitation in recommending Andy Hiseman as **he is one of the very best at what he does.**

BRANSTON GOLF & COUNTRY CLUB, Staffordshire, UK

Andy Hiseman's recent photo shoot was **a breath of fresh air** in its content. Andy delivered a wide variety of excellent images of people actually enjoying themselves – exactly the message we are trying to portray.

THE BRISTOL GC, Bristol, UK

Andy Hiseman created a portfolio of **wonderful photographs** for the club, which have been used for our website, printed marketing materials, clubhouse decoration and advertisements. We will use him again as the seasons change and would **happily recommend him to others.**

BERKHAMSTED GC, Hertfordshire, UK

The photographs look fantastic. Anyone would think he had endless sunshine to work with! Andy Hiseman has done a portfolio of great photos for all areas at Cranleigh Golf and Country Club - Spa, Classes, Gym, Spin Room and all Food and beverage areas. The selection of photos he has sent makes us look a million dollars.

CRANLEIGH G&CC, Surrey, UK

Quite simply, Andy produces stunning golf photographs. At Moor Allerton we **use his images exclusively in our advertising** as they portray our course in the best possible light. In fact we are looking forward to welcoming Andy back in Summer 2016 to update our portfolio of his images. Andy is easy to deal with and when you take into account everything you get, offers **great value for money.** I would recommend Andy to every golf club, **he makes golf courses look very special.**

MOOR ALLERTON GC, West Yorkshire, UK

TESTIMONIALS – GOLF MEDIA

I have seen Andy Hiseman take the most incredible images of golf courses, to the point where the owners barely knew it was theirs.

His photographs sell golf clubs like few others.

MATT NICHOLSON, GOLF NEWS

Andy's photography encapsulates

everything that is great about our beautiful game.

ANDY ROBERTS, GOLFMAGIC.COM

Andy Hiseman's golf photography is always of the highest quality, superbly showing off a course's signature holes / features. **He gives our readers that essential 'must play there' feeling.** From a golf editor's perspective, I look for that special something in golf imagery. Andy's photography always delivers.

TIM SOUTHWELL, GOLF PUNK

One of the most frustrating things for a magazine editor is knowing that a particular golf course is visually very strong, but then failing to find any pictures to back that up. Andy's photos help portray any course

in the best possible way, enticing golfers to want to pay it a visit – an ideal scenario both for the golf magazine, and the golf course in question.

JEZZ ELLWOOD, GOLF MONTHLY

Andy is an accomplished photographer with a wide range of depth to his work. He's obviously as comfortable shooting a beautiful golf course in stunning light as he is **stage-managing a complicated group shot.**

NICK WRIGHT, GOLF WORLD

He beautifully illustrates the importance of top quality photography to golf courses the world over. Being able to use **inspirational imagery** such as the photography created by Andy undoubtedly impacts significantly on consumer decision-making when researching courses to play.

OWEN DAVIES, GOLFSHAKE.COM

TESTIMONIALS – GOLF MEDIA

Andy Hiseman's photos **bring golf courses to life**, and perfectly capture the characters who play them.

ALISON ROOT, WOMEN & GOLF

Andy Hiseman is a fine golf course photographer. **We frequently use his images in the magazine.**

KEVIN BROWN, TODAY'S GOLFER

From the thousands of images we receive from hundreds of golf clubs, **Andy's work is consistently amongst the very best.**

ED SAXEL, ISPYGOLF.COM

In this digital age, having great images of your golf course is vital. Andy's publishing background and experience in golf mean that **he knows exactly what makes a great picture**, be it for your website, social media channels or printed marketing materials.

DAN MURPHY, NATIONAL CLUB GOLFER / LADY GOLFER

Andy Hiseman offers a **creative and high quality** portfolio of golf course pictures which present his subjects in the best light possible.

MARTIN HOPLEY, GOLFALOT.COM

The advent of the smartphone has resulted in many 'would-be' photographers, but you can't beat a professional photoshoot. Andy's photographs prove that he has a very good eye when taking anything from a golf course shot to informal, **personality-packed photographs.**

LAURA CORK, PRO SHOP EUROPE

Andy's photos are extremely well-shot and framed, and show his skills as a photographer. As an editor I look for **striking images** that capture a moment and are of good quality: Andy's photos certainly tick these boxes.

ANDREW BROWN, GOLF RETAILING

TESTIMONIALS – GOLF MEDIA

Andy creates **stunning images which show off the best attributes of the golf course**. He puts himself in the shoes of the client – and no-one is better placed to do this, given his extensive publishing / PR / marketing background in golf. His sixth sense for what the customer needs, plus his skill with the camera, means that the final photographs will tell the story perfectly – whether that is a signature hole in evening sun, or a bustling corporate event with hundreds of people. **Andy's reputation in the golf industry is built on delivering results on time, in budget and in harmony with the client's needs.**

BEN EVANS, CUTTING EDGE GOLF

The images I get from Andy Hiseman are always among the small, desirable minority which I want to publish. **His photos are exceptional**. I've even made features longer just so I can increase the size of his photos, and find room for more of them. That shows both how good they are. It is so rare to find good photos in this industry!

ALISTAIR DUNSMUIR, GOLF CLUB MANAGEMENT

Andy Hiseman has built a first-rate photographic library of golf images which are frequently published by golf magazines and websites. **He has a rare talent** to show the subject in its best form – be it a photo of a golf hole, or a group of golfers. Speaking as the publisher of a golf magazine, press releases supplied with high-class imagery will always take preference over those with poor photos. Uniquely, Andy can provide both aspects to any successful PR campaign: good copy, and **stunning photographs**.

MIKE LENIHAN, GOLF MANAGEMENT EUROPE

At Golf Business News.com **each photograph is a vital ingredient** of the stories we publish each week. Our website is updated daily, so speed is of the essence – there is no time for second attempts. We need top quality material in a timely way and that is what we always get from Andy Hiseman. The added bonus from him is that, in addition to supplying images of a **high technical standard**, he is also keenly aware of context – so his images and text always work together to produce a piece of total communication.

GEOFF RUSSELL, GOLFBUSINESSNEWS.COM

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