

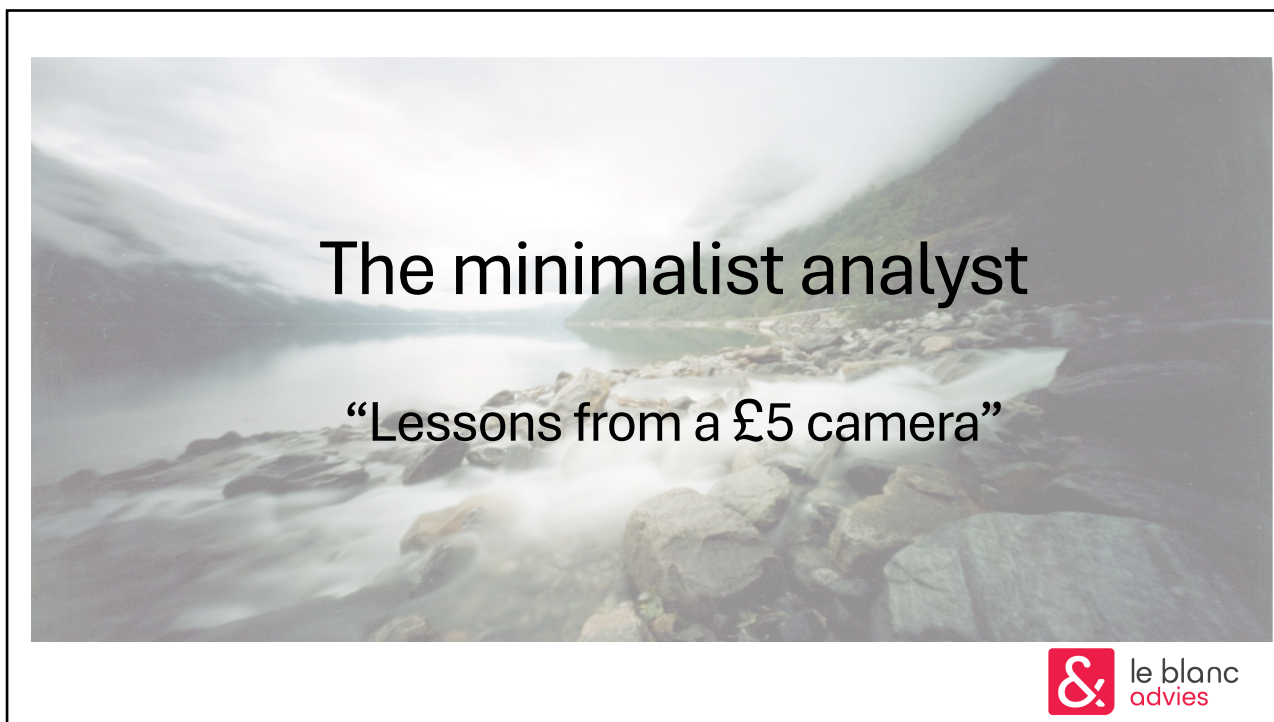


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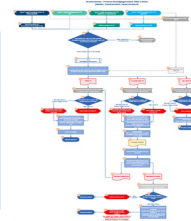
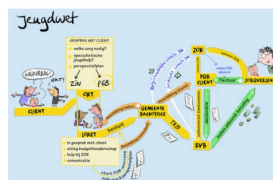
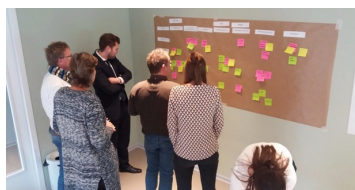
The minimalist analyst
“Lessons from a £5 camera”



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Danny Kalkhoven

Day job:
Business Analyst,
Trainer, coach



Free time:
Photographer



✉ Danny.kalkhoven@leblancadvies.nl



G.A.S.

G.A.S. stands for **Gear Acquisition Syndrome**:
the condition that people may have which causes them to
want to purchase new gear, even when their current
camera setup is perfectly good.

Note: this not limited to the photography domain, other areas may
also be affected, like electric guitars, kitchen apparatus
... or modeling tools for business analysts.

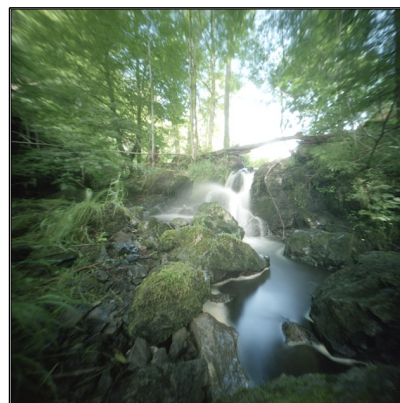
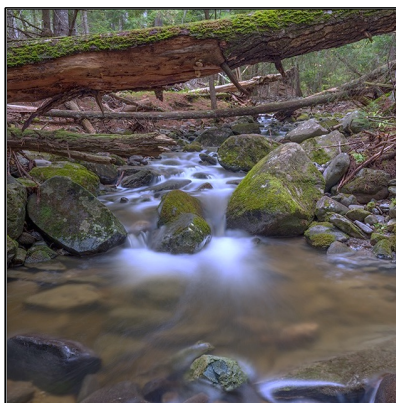
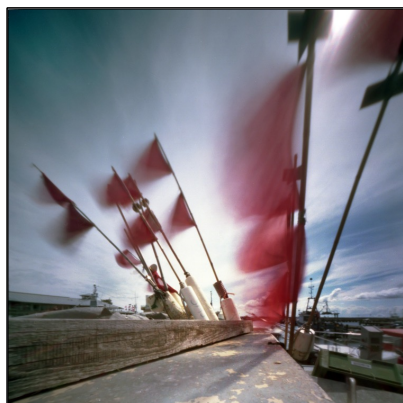


They are just tools



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Tools deliver results

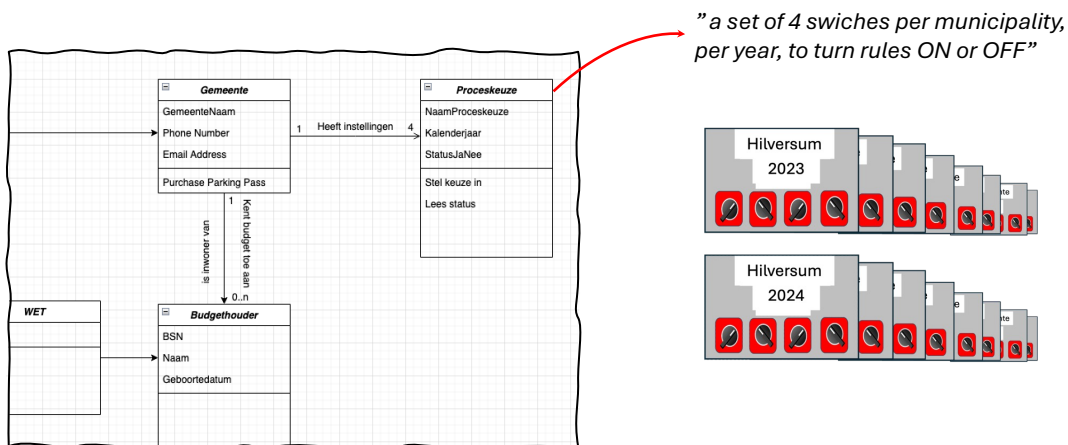


Left and right: images with simple pinhole camera, by myself
Middle : Sample image from Fujifilm GFX 50S II Hands-on Review by Jeremy Gray | Posted 10/07/2021

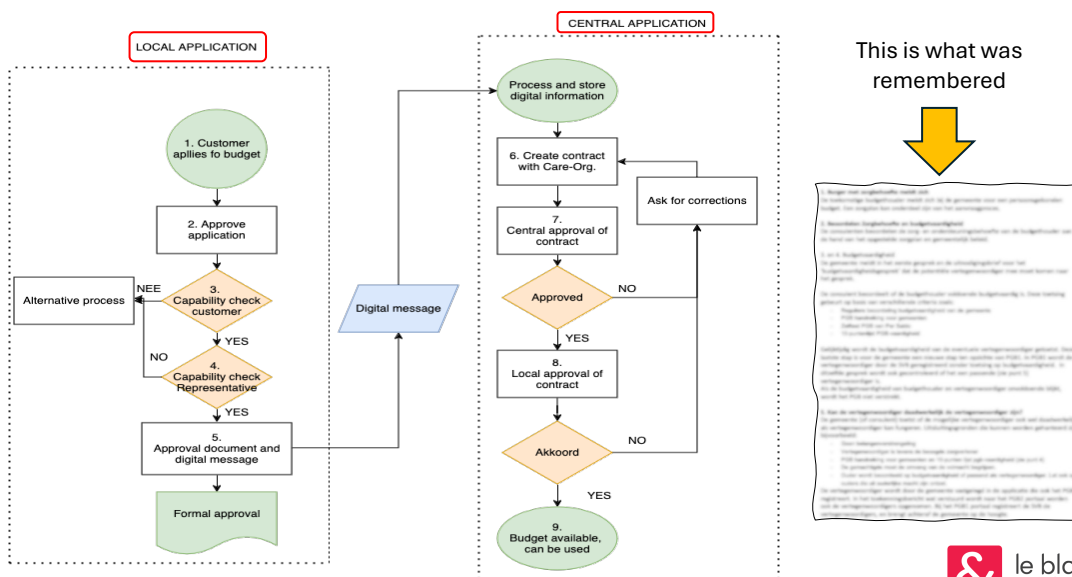


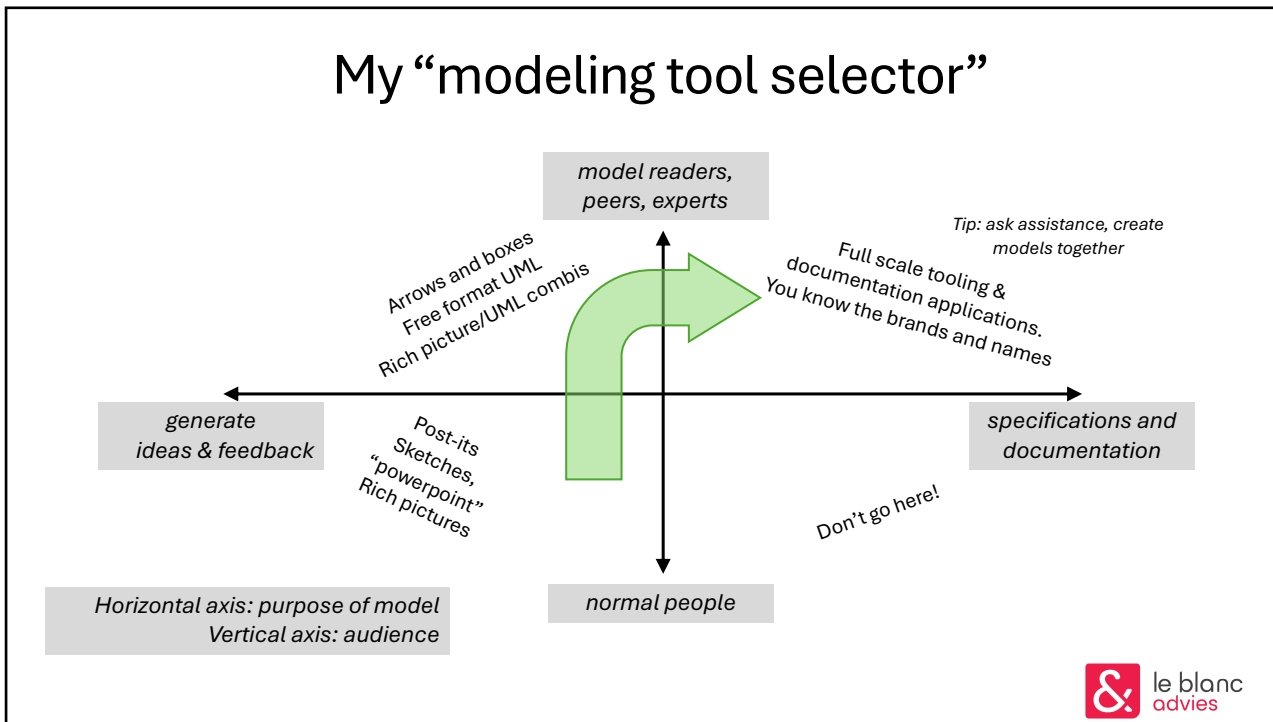
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Model, or functional meaning ?

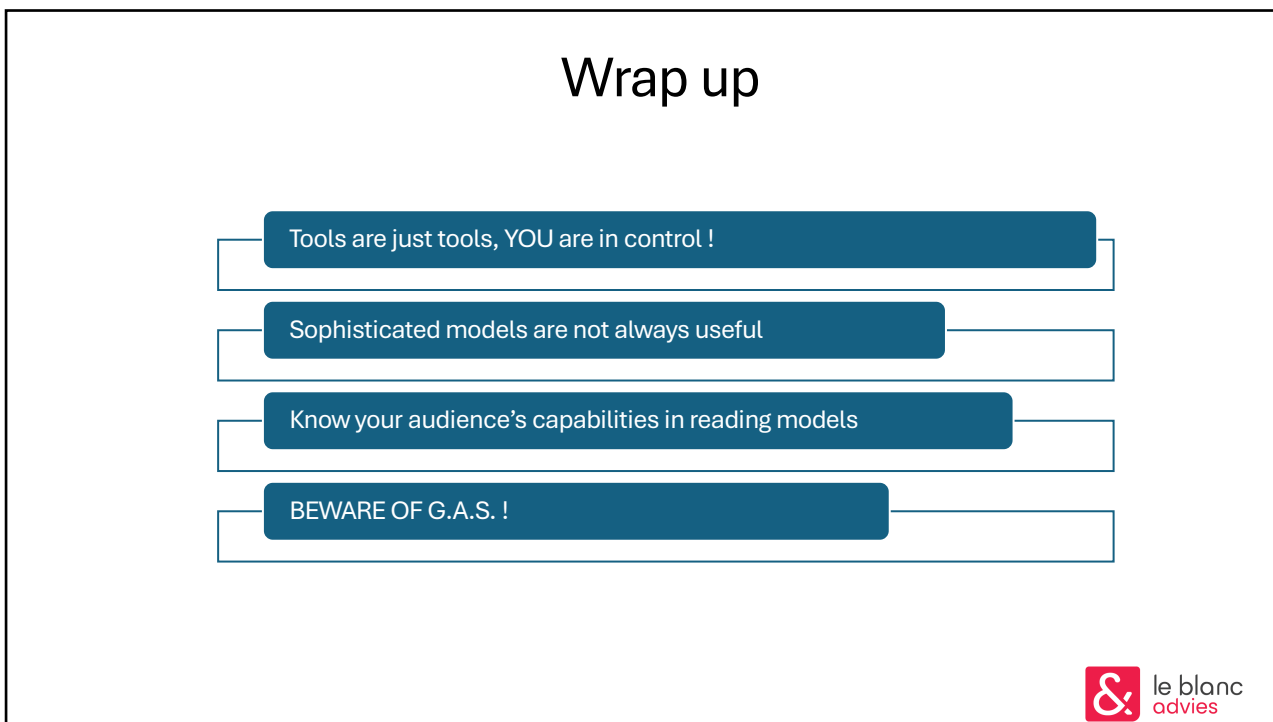


Another example, "a very simple flow"





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Questions?



London, sept 2023, £5 camera



“The single most important component of a camera is the twelve inches behind it.” (Ansel Adams)
→ *“the single most important component of a modeling tool . . .”*



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