



COLLEZIONE
ARTISANAL COLLECTION

THE BEST INSTAGRAM #FOODPHOTO



1

Turn off the flash. Lots of natural, indirect light is the best spotlight for your food.

2

Top-down views work well, but try various angles to find the prettiest shot.

3

Use neutral props, natural colors and muted surfaces. Avoid shiny objects that will distract from the food.

4

Close-ups are a great way to showcase every beautiful ingredient.

5

Snap quickly. Food will start to wilt in just minutes.

6

White plates are usually best for showcasing your colorful food, and a matte glaze will cut down on glare.

7

Follow food photographers, bloggers and chefs on social media for inspiration.

8

Channel your inner food stylist. Adjust a noodle here or a tomato there: make food look naturally flawless.

9

Edit photos before posting: put your best food forward.

10

Show movement. Pouring milk, sprinkling parmesan, mixing: all add interest to a #foodphoto.

