

Food
Lifestyle
Interiors
Production
Photography

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WILLIAM MEPPM

Photographer

Travelling the globe for his various Asian, American and European clients, William is recognised as Australia's premium lifestyle food and product photographer.

In his food and lifestyle imagery, William's simple composition and an instinct for choosing the appropriate lighting combined to create images that bring the inanimate alive into an effortless moment of beauty. This effortless, deluxe aesthetic permeates his imagery, and also translates beautifully to his interior and hotels work.

Will has evolved a personal style that is simply beautiful. It is emotionally evocative and yet still essentially "in the moment". With warmth and humour he is cleverly able to capture the subject in a way that makes it supremely desirable.

William's first job was every young man's dream, developing bromides part-time at Australian Vogue whilst studying an economics degree. Finding beautiful imagery more appealing as a vocation than financial theory, William moved out of the dark-room to develop a career of photographing gorgeous food, objects and places.

William worked in New York for 2 years extending his creativity and client base but was lured back home to Australia to start a family, and rediscover his love for the light and creative aesthetic that makes the Australian food and lifestyle photographers the most highly sought after internationally.

Whether shooting a new burger for a fast-food chain, or a garden party on the shores of Lake Como – William's work always hits the right mark.

His food imagery make you hungry; his still life work makes you want to reach out and stroke them; his lifestyle-entertaining pictures inspire; and his travel stories can take away your breath!

ADVERTISING CLIENTS

- 1 Qantas
- 2 McDonalds
- 3 Domayne
- 4 Subway
- 5 Woolworths
- 6 Westfield
- 7 Jme Collection – Jamie Oliver
- 8 Van Huesen
- 9 Moet
- 10 United Airlines
- 11 Nestle
- 12 Wolf Blass
- 13 Holiday Inn
- 14 Pernod Ricard
- 15 Tip Top
- 16 Sydney Conventienn & Exhibition Centre
- 17 Vogels
- 18 Helgas
19. Orien Cruises
20. Simon Johnson
21. Birds Eye
22. Harvey Norman
- 23.

EDITORIAL CLIENTS

- 1 Australian Gourmet Traveller
- 2 Donna Hay
- 3 Inside Out
- 4 Good Taste
- 5 Delicious
- 6 Vogue Entertaining
- 7 Vogue Living
- 8 Vogue Australia
- 9 Harpers Bazaar
- 10 House and Garden
- 11 Real Living
- 12 Real Simple (USA)
- 13 Home Beautiful
- 14 Home Beautiful (USA)
- 13 House Beautiful (USA)
- 14 Food Illustrated (UK)
- 15 Martha Stewart – Weddings
 - Kids
 - Everyday Food
 - Catalogue
- 16 Food & Wine (USA)
- 17 Oprah (USA)
- 18 Conde Nast Traveller (USA)
- 19 Travel & Leisure (USA)
- 20 Bon Appetitie (USA)
- 21 Redbook (USA)
- 22 parents (USA)
- 23 Elle (USA)
- 24 Jamie (by Jamie Oliver) (UK)

BOOKS

- 1 The Eastern & Oriental cookbook
- 2 Modern Greek
- 3 Arabesque
- 4 The Botanical
- 5 Bathers Pavillion II
- 6 Luscious Chocolate Desserts
- 7 Turquoise
8. Donna Hay – Kids
9. ACP Books – Tarts
10. BIG City Cooking
11. The glamorous soups of Italy

... and many many more