SIMON PLANT PHOTOGRAPHER | AEONIAN.ART

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MY WHY

Photography, for me, is more than capturing an image—it's an exploration of timeless beauty. My goal is to inspire peace, reflection, and connection. Whether it's the serene coastline of Greece, a place of antiquity bathed in dawn's soft light, or the pastoral beauty of the Somerset Levels, I want my art to transport you, offering a tranquil escape from the noise of everyday life.

This passion was born from an early adventure with my father's Canon AE1 on a trip through Greece. Capturing the landscapes and ancient stories of that incredible world ignited a lifelong love for photography. Decades later, I'm still inspired by those quiet, timeless moments and the rich narratives they hold.

BUSINESS VALUES

Authenticity is at the heart of everything I create. My work is deeply personal, reflecting my true passion for art, history, and the places I photograph. I ensure that every image and product tells a genuine story.

I am committed to creating only the highest-quality work. Every image I capture and every product I offer is crafted to meet the most rigorous standards, ensuring lasting beauty and impact for my clients.

HOW MY DREAM BUSINESS LOOKS FEELS & RUNS

My vision is to have a second home in Greece as a base to explore from for part of the year.
I would have a schedule for shooting new projects of various location I wish to explore.

I would work remotely processing orders to be fiulfilled by my print partners worldwide.

I would also be handling creating content for social media and handling the distribution for some if not all my channels.

MY ARTISTIC INFLUENCES

Seeing the work of advertising photographers like John Claridge, Duncan Sim and Peter Lavery had a huge impact on me in the mid 1980's .They inspired me to want to persue colour landscape work and to create work as good as them.

MY ARTISTIC INFLUENCES



MY ARTISTIC INFLUENCES



The elements I will mimic will be:

MY ARTISTIC INFLUENCES



The elements I will mimic will be:

MY ART MARKET POSITIONING

I produce fine Art, Photography of Greece shooting both tranquil landscapes and places of Antiquity I capture quiet timeless moments in the landscape

MY ARTIST STORY IS

Welcome to My Photographic Journey

My love for photography began in an unexpected place: a Greek cruise ship called SS Fiesta on its final voyage in 1972. I was just five years old, traveling with my parents through the Greek Islands and parts of Turkey. Back then, such a trip was rare, especially for a family like ours. Though my memories are faint, I grew up hearing my parents' stories about the adventure, accompanied by the occasional photograph.

The real catalyst for this journey was my dad. His passion for photography, Greek history, and mythology was contagious. I can't tell you how many times we watched Jason & the Argonauts together! His love for Greece and photography became a constant thread in my life, weaving its way through my personal and creative journey.

At 19, armed with my dad's professional camera kit and a full head of hair (that didn't last long), I embarked on a week-long tour of iconic Greek antiquity sites. That trip sparked a lifelong passion for photography. Carrying such an impressive camera around drew a lot of attention and, to a teenage me, a sense of significance. I had no idea that this moment would ignite a 37-year journey with a camera in my hand.

By January 1991, with support from the Prince of Wales Trust, I launched my photography business, Apollo Photographics—yes, there's a theme here! The early days were far from easy. My business skills were nonexistent, and my photography was still a work in progress. But my tenacious spirit drove me to succeed, and over time, things fell into place.

Fast-forward to today: my commercial advertising work has allowed me to collaborate with global brands and photograph extraordinary people. Yet, my heart's true passion remains capturing the timeless beauty of Greece, other places of antiquity, and the Somerset Levels—where I honed my craft growing up in England.

Why I Photograph

Photography, for me, is more than just taking pictures; it's a meditative exploration of timeless beauty. Through my art, I strive to inspire peace, reflection, and connection. Whether it's the serene coastline of Greece, ancient ruins bathed in ethereal morning light, or the pastoral charm of the Somerset Levels, my goal is to create images that offer a tranquil escape from life's noise.

In today's busy, often stressful world, I find myself increasingly drawn to those quiet, timeless moments that embody serenity and rich narratives. I hope my work evokes feelings of calm, inspiration, and connection—a soothing pause in the rush of modern life.

SUMMARY OF IDEAL BUYER PERSONA

Primary Buyer Persona: "Cultural Professional Claire"

Demographics:
- Female, 45-55 years old
- Urban professional (architect, designer, or cultural sector worker)
- Household income: £75,000-£150,000
- Lives in metropolitan areas (London, New York, Paris)
- Well-educated (Master's degree level)
- Married with older children or child-free

Psychographics:
- Passionate about Mediterranean culture and history
- Regular traveler (2-3 international trips per year)
- Values authenticity and craftsmanship
- Practices mindfulness and seeks balance
- Cultural omnivore (museums, theaters, fine dining)
- Strong appreciation for design and aesthetics

Buying Behavior:
- Initially purchases posters (£50-£100) before investing in larger pieces
- Makes considered purchases for her home office or practice
- Tends to buy during or after Mediterranean travels
- Researches artists thoroughly before purchasing
- Values the story behind each piece
- Likely to become a repeat customer if first experience is positive

Pain Points:
- Finding authentic art that reflects her travels and cultural interests
- Seeking pieces that create a calming atmosphere in her workspace
- Wanting art that sparks meaningful conversations
- Looking for unique gifts for similarly cultured friends

Secondary Buyer Persona: "Heritage Enthusiast Henry"

Demographics:
- Male, 55-65 years old
- Senior professional or recently retired
- Household income: £100,000+
- Lives in affluent suburbs
- Background in business or academia
- Empty nester

Psychographics:
- Deep interest in classical history and archaeology
- Collector mentality
- Values legacy and tradition
- Regular cultural tourist
- Appreciates fine craftsmanship
- Interest in photography as an art form

Buying Behavior:
- Starts with larger pieces (£200-£390)
- Makes purchases as investments
- Often buys for his home study or office
- Interested in limited editions
- Values provenance and artist's story
- May commission specific pieces

Pain Points:
- Finding high-quality art that reflects his intellectual interests
- Seeking pieces that complement his existing collection
- Looking for art that tells a story and has depth
- Wanting to support artists with genuine expertise in their subject

Key Marketing Implications:

1. Content Strategy:
- Focus on the historical context of each image
- Share detailed behind-the-scenes photography processes
- Create content about Mediterranean history and culture
- Emphasize the meditative qualities of your work

2. Sales Approach:
- Develop tiered pricing strategy (entry-level to collector pieces)
- Create bundle offers (book + print combinations)
- Offer framing options for higher-end purchases
- Provide detailed product specifications and care instructions

3. Communication Channels:
- Sophisticated email marketing campaigns
- Targeted social media advertising on Instagram and Facebook
- Professional photography blogs and forums
- Cultural tourism partnerships

4. Customer Experience:
- Premium packaging for all products
- Detailed provenance and story cards with each piece
- Personal thank-you notes for larger purchases
- Regular updates about new work and exhibitions

MY ARTIST'S NICHE IS

"I create serene fine art photography that captures the ethereal convergence of ancient Mediterranean architecture, coastal landscapes, and tranquil light. Through my artistic approach, I transform historical sites and timeless seascapes into meditative scenes that blur the boundary between photography and painting.
My work stands apart through its unique ability to evoke peaceful reflection while honouring the quiet dignity of places of antiquity.

What makes my niche distinct is my ability to reveal the calming dialogue between past and present. While other photographers document these locations, I transform them into soothing spaces that speak to both history enthusiasts and those seeking a spiritual connection with timeless places.

My three decades of experience capturing Mediterranean antiquities and coastlines, combined with my personal connection to Greek culture, allows me to create comforting moments of contemplation that others might miss.

My work particularly resonates with cultured professionals and heritage enthusiasts who seek both historical significance and uplifting artistic excellence.
These collectors aren't just buying photographs; they're investing in windows to relaxing moments that connect them to historical narratives and personal memories of Mediterranean travels.

Where other art photographers might focus solely on architectural documentation or pure artistic interpretation, I occupy the sweet spot between these approaches.
My signature style of dawn and dusk light creates images that serve both as historical records and as gateways to serene experiences.

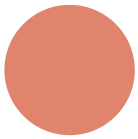
This niche aligns perfectly with my passion for Mediterranean culture and artistic vision, while meeting a growing market demand for art that offers both cultural significance and tranquil respite in our fast-paced world."

SIMON PLANT

AUDIENCE FACING ELEMENTS

the
COLOURS

TERRACOTTA



#c85910

POTTERY BLACK



#111112

MARBLE

#fffcf9

THE MEANING BEHIND THE COLOURS

The chosen colours are based upon the colours found in black-figure pottery found in Greek antiquity & faded marble

PRIMARY LOGO

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ALTERNATIVE
LOGO



COLORWAYS

COLORWAY
#1



COLORWAY
#2



T H E

TYPEOGRAPHY

|

PLAYFAIR DISPLAY

the
FONTS

PLAYFAIR DISPLAY SC

CORMORANT
GARAMOND

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THE VALUE

My Value Ladder is

COMPACT FRAMED PRINTS

CANVAS PRINTS

LIMITED EDITION GICLEE SIGNED ART PRINTS

the
VALUE

TOP END

COMPACT FRAMED 12X8 PRINT

£59.00

DROPSHIPPED GELATO

the
VALUE

MIDDLE

CANVAS COTTON ART PRINTS

£75.00 - £190.00

DROPSHIPPED PRINTSEEKERS

the
VALUE

Main Money Making Offer

LIMITED EDTION SIGNED GICLEE FINE ART PRINTS

PRICED £65.00- £340.00:

DROPSHIPPED PRINTSPACE

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ART THAT BALANCES SERENITY AND HISTORY

