



*Dream of  
Travel Writing*

# The Photos You're Shooting Now vs. What Magazines are Publishing

by Gabi Logan, founder of Dream of Travel Writing

A blurred background image of a coffee shop table. In the foreground, there is a white cup of coffee on a saucer. To the left, a smartphone is visible. In the background, there is a vase of purple flowers and a white napkin. The text "Today, we're going to talk about..." is overlaid in the center.

Today, we're going to  
talk about...

1. Who is publishing freelance photographs today

2. The different approach to shooting and writing

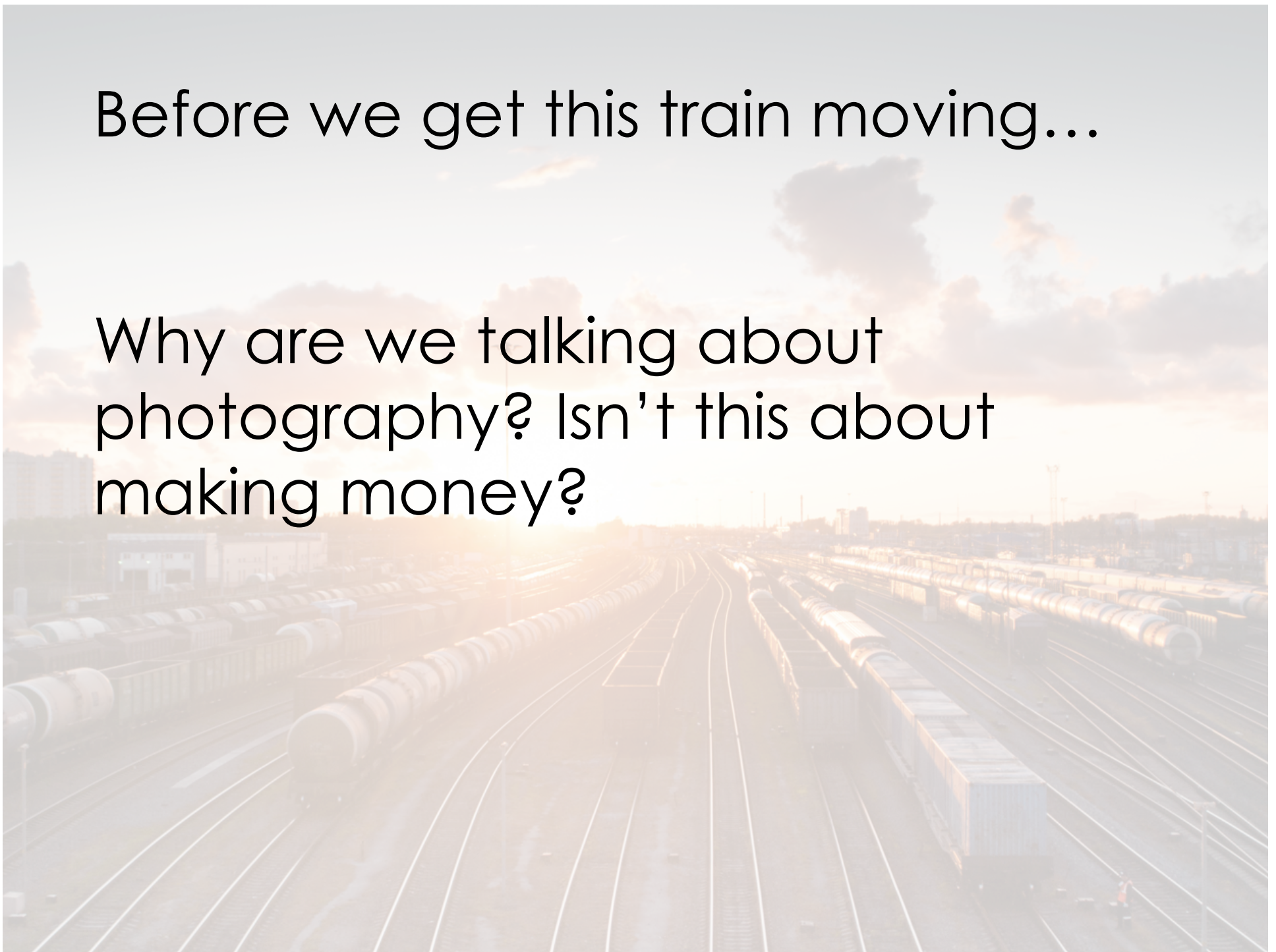
3. Living magazine walk through!



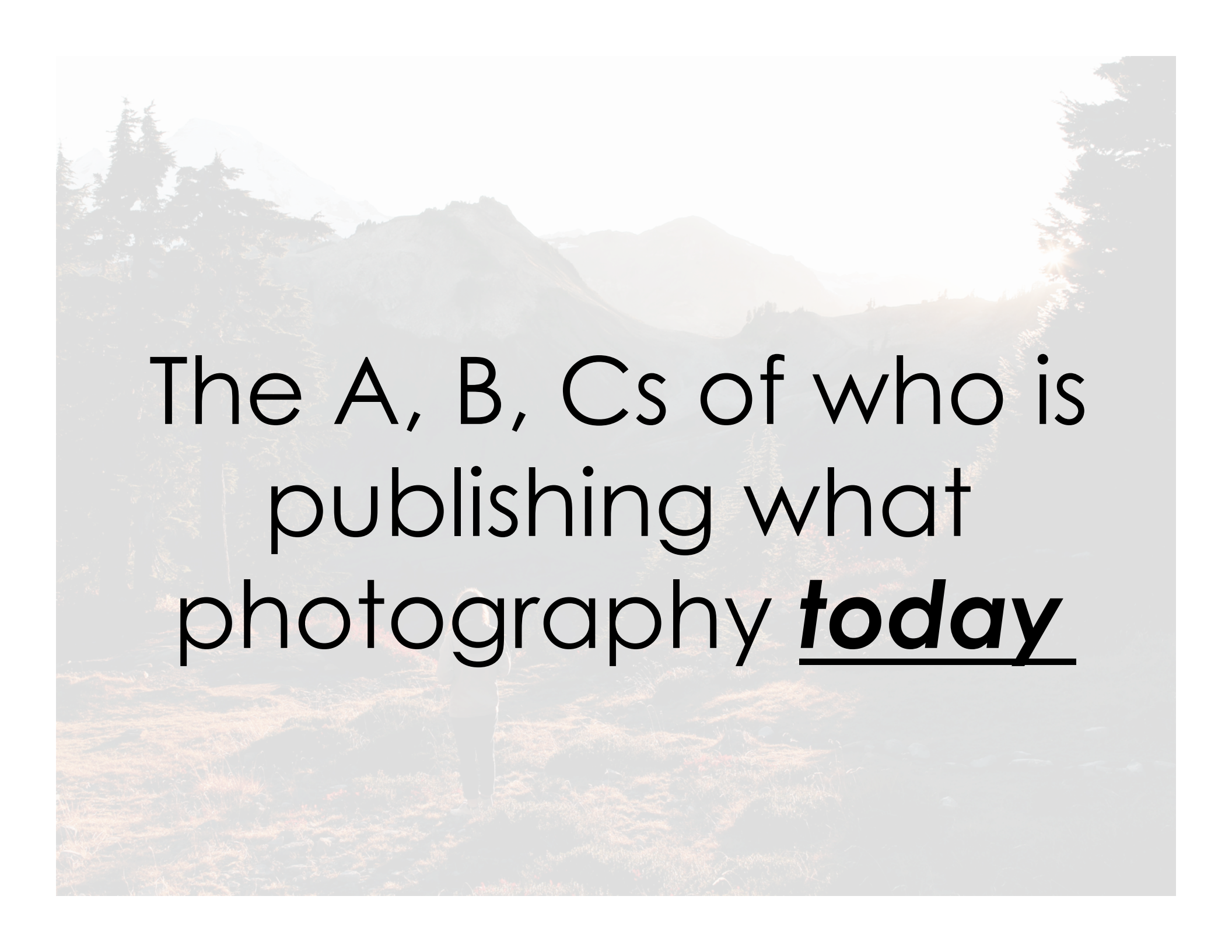


Before we get this train moving...

Why are we talking about photography? Isn't this about making money?





A person is standing in a mountain valley, looking out over a range of mountains. The sun is setting behind the mountains, creating a warm, golden glow. The foreground is a grassy field with some rocks. The overall scene is peaceful and scenic.

The A, B, Cs of who is  
publishing what  
photography **today**



Magazines (and,  
gasp! Newspapers)  
are still paying for  
photography



Taking photos for stories is  
not the same as taking  
photos **as you are reporting**






# Shooting for Stories Means


- Asking people if you can get up in their face and take a photo of it
- Noticing details to photograph in the first place (the hands hack)
- Spending more time in each location
- Planning your days around the light





And now: an  
embarrassing moment  
from my early  
freelance days





Composition: art vs.  
stock vs. travel  
magazines vs.  
photojournalism



A quick qualification:

Why am I choosing  
big magazines that  
you might never have  
the opportunity to  
photograph for these  
examples?



VENTURE

Capital One



# An Island Blessed

A major pilgrimage site for Orthodox Christians, the Greek island of Tinos has long been overlooked by other travelers. But, as Gisela Williams finds, this ruggedly beautiful, deeply spiritual place is a revelation.

It was our second morning in Tinos, Greece, when we saw our first pilgrim. The woman, who appeared to be in her 60s, was crawling on her hands and knees along the street that leads from the port up a hill to the majestic Our Lady of Tinos church. Though it felt disrespectful to watch her intimate struggle, it was impossible not to keep turning back to see her progressing slowly but surely up the hill.

The devotion to the Virgin Mary is so strong in Tinos that the islanders are known as the "Maidens of the Sea." In 1829, the island was visited by a Christian pilgrim who made the way to this remote island by sea. The island, often known as the land of silver and gold, has long been a place for a blessing. The greatest number of believers arrive in Tinos, for the Feast of the Annunciation, and in August, for the Feast of the Dedication of the Virgin. Many of them crawl the last half a mile up to the Renaissance-style church, the most important Eastern Orthodox pilgrimage site in Greece.

"The Virgin Mary has saved Tinos," I was told by Maya Tsoclis, a Greek television personality who is based in Athens but spends more than half of the year on the island. And though she laughed, she wasn't really joking. Almost →

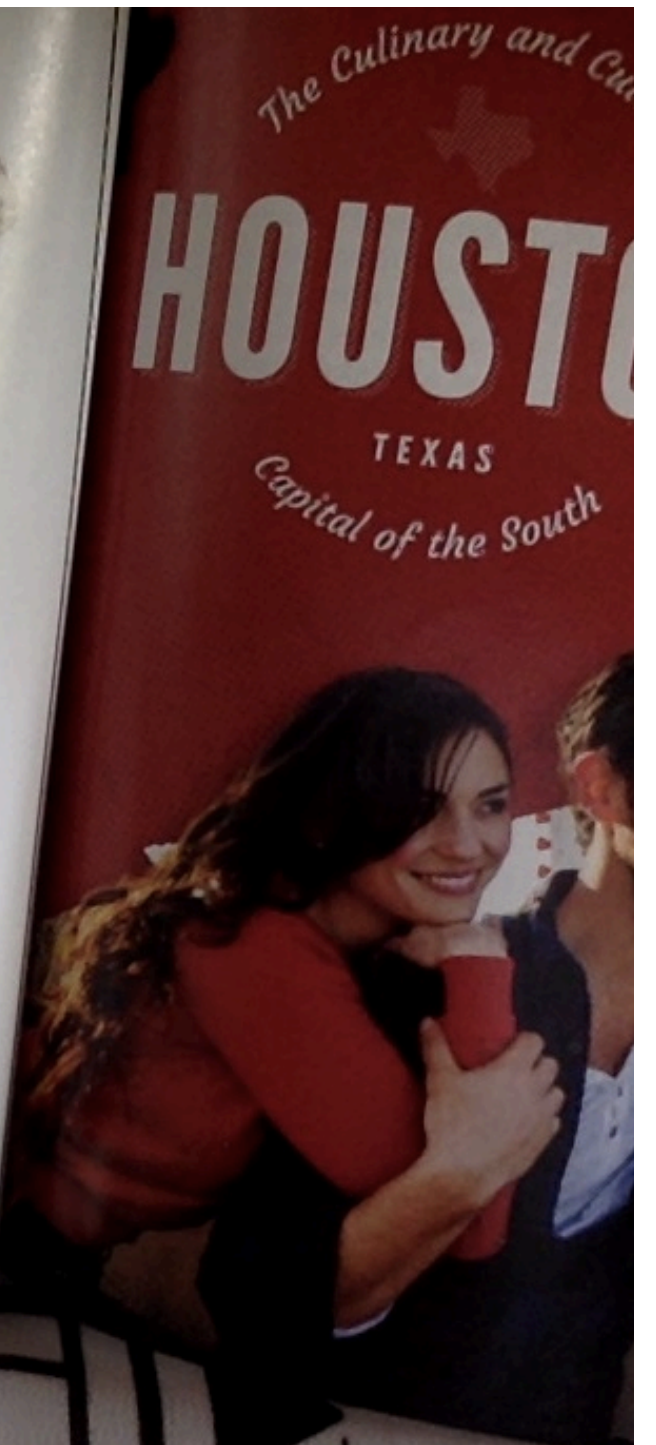
With its blue village of...  
 purple, white & sea...  
 from the island's...  
 quarters the area has...  
 been famous for...  
 since antiquity.



...called Tinos...  
 lined with tourist shops selling...  
 ...paraphernalia. Taking a narrow, winding road, we...  
 ...the hills, toward the village of Kampos, where her father, the renowned  
 ...Tsoclis, and her mother, Eleni, spend every summer. It was  
 ...April, and the rocky fields we drove by were covered in a haze of  
 ...grass and dotted with wildflowers—in contrast to the summer,  
 ...the land is dry and barren. We kept climbing upward, and occa-  
 ...I would spot a dovecote built into a slope or ravine. The island  
 ...to hundreds of these stone towers, with fanciful geometric pat-  
 ...car into their façades, some meticulously maintained and painted  
 ...white, others crumbling. They were built by the Venetians—who  
 ...Tinos for more than 500 years, ending in 1715—and were used to  
 ...pigeons for meat and fertilizer made from the birds' droppings.  
 ...When we arrived at Kampos, we parked at the edge of the village and  
 ...entered on foot (almost all the villages on Tinos are car-free, because the  
 ...ancient streets are too narrow). In the distance we could see craggy Mount  
 ...Evangelovrgo, the island's highest peak. Next to the Tsoclis family's old  
 ...home house is the Costas Tsoclis Museum, a whitewashed former school



Rustic shutters painted in the typical blue in Pyrgos. Left: A plate of sardines at Tarsanas, a taverna in the Tinos harbor.







4. I always hunt for vinyl when traveling. The **Record Exchange** ([therecordexchange.com](http://therecordexchange.com)) is huge, with a nice mix of new and used albums. It just has a palpable realness.

5. My body is half coffee, so a good café is my first stop in a new town. **Slow by Slow** ([slowbyslow.com](http://slowbyslow.com)) was the best quality beans from an array of roasters, and run by folks who know their stuff. It'd be impressive even in a city known for coffee.

6. **Idaho Candy Co.** ([idahocandy.com](http://idahocandy.com)) is an old-school place famous for one candy bar: the Idaho Squid, a marshmallow in a chocolate shell dusted with coconut. It's intensely sweet—like, post-the-ermet-off-your-teeth sweet—but



it's good. 7. The food scene in Boise is in a phase where everything is possible. I had a killer breakfast at **Wild Root Café & Market** ([wildrootcafe.com](http://wildrootcafe.com); entrées \$9–\$16), simple Basque dishes at **Bar Gernika** ([bargernika.com](http://bargernika.com); entrées

\$8–\$11), and a very fun high-end meal at **State & Lemp** ([stateandlemp.com](http://stateandlemp.com); prix fixe from \$85), an intimate, modern place that is producing world-class cuisine. ■







# It's Beer O'Clock in Beijing

The Chinese capital has become the epicenter of the country's burgeoning craft-brew culture. Lisa Brackmann knocks back a few cold ones.

**Y**ou've probably never heard of the world's best-selling beer. It's called Snow, and it's from China, the largest beer market on the planet. Snow is a typical Chinese brew—which is to say that it's a mass-produced, watery lager whose primary appeal is its affordability. But more sophisticated beer styles have emerged lately in China, thanks to the rapid growth of a movement Westerners know well: craft brewing.

Chinese consumers traditionally favor weaker beers and sweeter, less-bitter flavors. But palates have been changing. Carl Setzer, the American-born co-owner of Beijing's *Great Leap Brewing* ([greatleapbrewing.com](http://greatleapbrewing.com)), one of the first craft-beer pubs in China, told me that many

Slow Boat Brewery, in Beijing, pours Chinese beers brewed in a variety of global styles.

# Traveling

Please put at the top of packing list

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Dispatch



Bar food and beer featuring local ingredients, like Qingdao flower hops, at Great Leap Brewing.

really filter the beer, so all the good stuff is still there. It's a living product." He agreed with Setzer about young Chinese women's love for big IPAs: "They come up all the time and say, 'I want your most bitter beer.'"

In 2011, when Slow Boat opened its intimate taproom in the Dongsi Shitiao neighborhood, most Chinese consumers didn't know how craft beer should taste or why they would pay many times more for it than for Yanjing Draft, another mass-produced Chinese brand. "We were literally building the market as we were serving it," Jurinka said. Today, customers fill Slow Boat's new three-story brewpub in Dongcheng District to order beer flights and fill growlers to go with Monkey's Fist IPA or Zombie Pirate Pale Ale.

Despite Slow Boat's success, Jurinka believes that China's nascent craft-beer culture will become sustainable only if more local entrepreneurs get involved. "Right now, the industry is being built by foreigners," he said. One notable exception is Yin Hai, the owner of **NBeer Pub** ([fb.com/nbeerpub](http://fb.com/nbeerpub)), a bar off a re-created Qing dynasty shopping street in Xicheng, an area not often frequented by expats. "We started in this location to get Chinese customers," he told me. He appears to have succeeded. When a friend and I visited, the place was packed, but as far as I could tell, we were the only foreigners.



At the Minibar in the eastern part of Beijing's Qianmen, there are only three taps and three beers on tap.

Yin also launched Taproom, one of the first Chinese-owned microbreweries in Beijing. Its products are available at several locations around town, including **NBeer** and **Pass by Bar** (16-8 Xizhou Alley, Dongcheng District; 86-10-6403-8604), where you can pour Chinese specialty beers. When I visited, these included a ginger-infused pale ale and a stout brewed from Tibetan rye.

Yin told me he sees the future of craft beer in Beijing as "local and small," explaining "You will find these little operations in the hutongs." I did find one not far from my hotel, in fact: a tiny taproom called the **Beer Keg Brewpub** on the trendy Fangjia Hutong, with just two beers on tap: a lager and a hoppy amber. I asked the brewer-beertender, a young Beijing native named "Nick" Bian, where he'd learned about making beer. "Books and the Internet," he told me.

Not long after I visited, the Beer Keg closed, a victim of rising rents on the increasingly hip Jiaotang. Near its former location, a sprawling two-story pub, the **Peiping Machine Brewing Taphouse** (Courtyard 46, Fangjia Hutong, Dongcheng District; 86-10-6401-1575), has since opened in a renovated machine factory, with 30 craft beers on tap. Bian, for his part, has moved into an even smaller space a couple of miles east. He calls it the **Minibar** (corner of Dongshihitiao and Hengjie, Dongcheng District, no phone). "Only 50 square feet," he said. "It might be the world's smallest bar." ■

HAWAII  
find you





is couldn't be the right way. An actual  
ver was flowing across the road in  
ons of our rental car. My girlfriends,  
Michelle, and I were deep in the wilds  
Guanacaste, about an hour from  
Costa Rica's Pacific coast, when it mate-  
rialized, like the opposite of a mirage:  
it-insubstantial channel of muddy  
erial muddy road. A dense endles-  
sage pressed in from all sides, and  
e be coated in a sheen of luminous  
be water, all we could hear was the  
opical birds.

r at the airport that morning, the  
ey of pitfalls to watch out for. But  
Did we take a wrong turn some-  
reception, so we put the Nissan  
ly confirmed there was no alter-  
through that... Can we?" Michelle  
d of us. I got out and threw a rock  
h. It sank into the mud with an  
ch other. "I guess let's see what  
to the driver's seat and fastened  
eating the words the rental-car  
ar into drive.

was about pura vida. Something  
on is "pure life." But the expres-  
cos (as Costa Ricans call them-  
g, both when saying hello and  
t of "cool" or "no worries." The  
an experience of life as it truly  
is that course through it all.



Clockwise from above-left: A red-eyed tree frog in the forest near the Arenal Volcano; the view from Casa Chameleon Las Cabañas, a 1029-acre boutique hotel overlooking Futuro Bay; a Highland Shrubcock cocktail at Casa Chameleon; the Sayara Springs resort near Arenal, where each villa has a private terrace and a geothermally heated plunge pool.

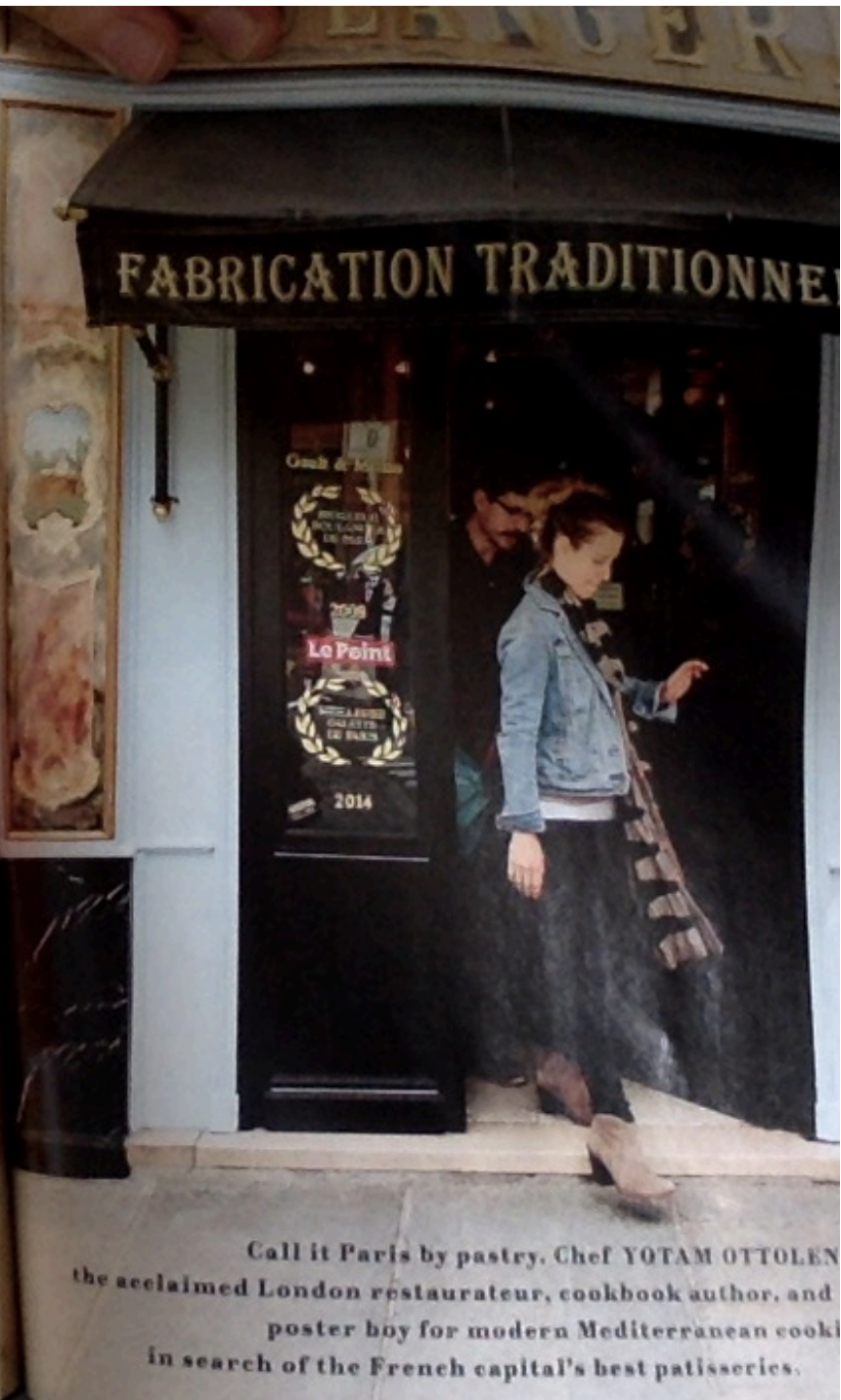






# Life IS SWEET

photographs by Alex Cretey Systemax



Call it Paris by pastry. Chef YOTAM OTTOLEN, the acclaimed London restaurateur, cookbook author, and poster boy for modern Mediterranean cooking, is in search of the French capital's best patisseries.





*Clootelle from top left; Chocolaters at Jacques Génin, a baker delivers fresh baguettes in the 13th Arrondissement; chocolate tartlets at Dupont Castel Montmartre; baguettes at Boulangerie Ba*

## Two days in Paris researching the city's patisseries:



I sometimes have to remind myself that this is, indeed, my job. Yet for all the “You’re doing what?!” and “That will be incredible!” comments in the days leading up to my trip, there was a small part of me that was a little bit intimidated. I had spent the past two years working on a book about desserts and baked goods. Every Wednesday I would sit down to try the recipes with my co-author, Helen Gehl, and see what stage of development each one was at. After months of working this way, I was able to confirm two things. First, there is such a thing as too much cake. And second, the theory of diminishing returns is correct. The more you eat of something, the harder it has to work to get a “wow.”

My concern with the way I planned to do Paris—making eight or so pit stops in two days—was how I would fairly assess all the patisseries (pastry shops), boulangeries (bread shops), and purveyors of viennoiserie (croissants and

company) I planned to visit. If my enjoyment of food is so much at context, about eating the right thing in the right place at the right time, then surely nothing would be as complete with that first bite of freshly baked croissant as I stole off the Euronstar from London.

When I did eventually alight at the Gare du Nord, rather than the best till last or pacing myself for the packed two days ahead, I did what all (big) kids in a sweet do: head straight for the best, in any way too much, and eat as if you don’t know where your next meal is coming from.



Rather than pacing myself, I did what a sweetshop do: head straight for the best, buy way too much, and eat as if you don't know where your next meal is coming from.

**S**o it was that I found myself in *Do Pain et Des Idées*. Christophe Vasseur's shabby-chic boulangerie near the Canal St.-Martin in the fashionable 10th Arrondissement. I'd heard rumors that Vasseur's croissants were special, even by Parisian standards. So, forgetting all internal reminders to take it slowly, I jumped straight in and bought one. It was indeed first-rate: perfectly flaky, with a good chew in the center and aromas of

freshly baked butter. Next came the "escargot," Vasseur's signature creation, in which layers of puff pastry are rolled up, studded with pistachio paste, and dotted with dark chocolate chips. I dove in a *chasseron à la pomme fraîche*, or apple turnover, for greedy good measure.

I loved everything, but it was for reasons other than the actual *viennoiserie* that I was pleased to have started my trip at *Do Pain et Des Idées*. Above the door is a sign emblazoned with the words *FABRICATION TRADITIONNELLE*, a nod to the time-honored practices that Vasseur, like so many in France, continues to make a living from. But the name of his shop, which translates as "bread and ideas," points to something perhaps more surprising—something I noticed again and again on my stay. Alongside a respect

for tradition, there was so much excitement and progressive thinking, so many ideas! It's a combination that ensures Parisian patisseries and boulangeries are able to achieve the highest standards, while at the same time remaining relevant and fresh.

Crossing the bridge over the canal, but still in the 10th Arrondissement, I walked through a densely populated and ethnically diverse neighborhood that attracts the type of Parisian *jeune bourgeoisie* inclined to look forward and shake up conversation. The perfect place, therefore, for Yann Couvreur to have set up shop.

There are lots of things that make Couvreur's *garnisserie pâtisserie* unusual in Paris. The first is that you can order what you want, then sit down in the shop and eat it, along with a cup of (very good) coffee. Such details may (Continued on page 124)

**Do Pain et Des Idées**

Innovation meets tradition at this 10th Arrondissement boulangerie [dopainetdesidees.com](http://dopainetdesidees.com)

**Shangri-La Hôtel**

The vegan afternoon tea service is surprisingly decadent. [shangri-la.com](http://shangri-la.com)

**Yann Couvreur Pâtisserie**

Creative pastries served alongside excellent coffee in two locations. [yanncouvreur.com](http://yanncouvreur.com)

**Des Gâteaux et du Pain**

This boulangerie's two locations offer whimsical pastries and cakes. [desgâteauxetdupain.com](http://desgâteauxetdupain.com)

**L'Éclair de Génie**

A dazzling range of éclairs in 250 flavors, sold in nine branches around the city. [leclairdegenie.com](http://leclairdegenie.com)

**Boulangerie Bo**

Imaginative bread and cakes, sold in an airy 12th Arrondissement setting. [bo.com/boulangeriebo](http://bo.com/boulangeriebo)

**Benoît Coste Méfiez-vous!**

A dazzling range of sophisticated baking in a hip back, family-friendly environment. [benoitcoste.com](http://benoitcoste.com)

**Jacques Génin**

The best place to pick up chocolate, *pièces de fruits*, and croissants to take home. [jacquesgenin.fr](http://jacquesgenin.fr)



54 PARIS CITY GUIDE

TRY  
R'S  
ghf's  
nd.



Thanks so much  
for joining us today!

It was a pleasure chatting  
travel writing with you 😊

Have a follow up question on this webinar? Email [questions@dreamoftravelwriting.com](mailto:questions@dreamoftravelwriting.com) and we'll cover it in an upcoming webinar or in our Monday reader mailbag post on the Six-Figure Travel Writer blog.

