

Capturing the Timeless



Evrim İçöz RC 92 found his passion after he left corporate life to become one of the most sought after professional wedding photographers in the world.

By Müge Mengü Hale RC 92

Everything was picture perfect for Evrim İçöz RC 92 when he started to work for Intel Corporation in Portland, Oregon in 1998. After graduating from Boğaziçi University with the highest rank, Evrim received a master's degree in computer engineering from Duke University in Virginia. Upon his graduation, he received offers from both Intel and Goldman Sachs. "I knew that I wanted to live in a more peaceful city so I accepted Intel's offer," says Evrim, who moved to Portland, Oregon, known as the City of Roses, one of the greenest cities of America.

Evrim worked for Intel Corporation, the world's largest computer chip maker, for seven years. He contributed to the creation of Intel microprocessors, which he describes as "some of the most complex projects of humanity."

Corporate life, however, was not all roses for Evrim. He felt the need to be more outgoing and creative. "I felt my contribution to life was very limited, the corporate world had little to do with personal development," Evrim says, and he looked for ways to enrich his life.



One creative outlet for him was swing dancing, a hobby he started at Duke University. It was a hobby that won him medals and some artistic self-confidence, and this helped introduce him into the artistic life of Portland.



Yet, it was a photography exhibition that he visited that would eventually change his life and steer him in a new direction. "I thought I could start taking photographs as a hobby, bought my first Canon camera, and read almost all the books about photography in the public library," says Evrim.

Evrim took his first pictures on the light rail train on his daily commute to Intel, where he felt his life was passing him by. He documented the life around him capturing lovers hugging, birds singing in the trees and raindrops falling on the light rail's windows.

Evrim's background in dance became a major inspiration for his photography. He worked tirelessly to master his skills to capture the energy, movement and dynamism involved in dance. The atmosphere of dim lights and the swing dancers' vintage clothes added a timeless feeling to his photographs. This unique focus suited his character. "I like to listen to the rhythm of life. Swing dancing reflects the romance and the drama of people," says Evrim.





A photographer's grandson, his other inspirations were masters of world photography including Henry Cartier-Bresson, Robert Cappa and Brassai. Particularly, Cartier-Bresson's concept of the "decisive moment", a single moment that captures the whole truth about the subject, deeply influenced Evrim.

"In order to capture the right moments, one has to know when to pause and press the shutter at 'the decisive moment'. It is almost like anticipating when the moment will happen and being one step ahead" says Evrim.

Evrim began to work as a wedding photographer, "a photographer's day job" in order to support his hobby while continuing to work at Intel. His unique style attracted many couples from across the United States and eventually wedding photography became a full-time profession garnering enormous success.



Evrim achieved the leap from corporate life to an independent artist-entrepreneur. Over the past 11 years, Evrim Icoz Photography has photographed 350 weddings around the world, from the beaches of Mexico, Costa Rica and the Dominican Republic to his hometown, Istanbul. Even though Evrim shoots a lot of weddings, he is also in demand as a photographer for many corporate and commercial shoots such as Microsoft events, Fortune 500 clients and family portraiture.

When working for wedding clients, Evrim spends an entire day accompanying every stage of the process. He carefully observes every step in the preparations like a "fly on the wall" photo-journalist.

In this process, he continuously positions himself to capture natural and truthful interactions between family members. Everyone becomes part of the wedding story from children of the guests playing outside to the cousin of the bride getting a hairdo and the groom and his best men watching sports. After an entire day of shooting, Evrim's final stage is editing extensively in his digital dark room, utilizing old style techniques, at times spending over 30 hours in one sitting. He sometimes even photographs "The Day After," with the couple in a more relaxed time frame, capturing "epic" scenic shots.

"For many people, their wedding is the most important day of their life," says Evrim. "Women especially think about the details of their dream wedding sometimes from their childhood."



Evrim Icoz RC 92

A special wedding for Evrim was his classmate İdil Çakım's RC 84 that he shot in New York City at another classmate Burak Karaçam's RC 92 restaurant, Pera, that he calls "a truly RC experience". "RC is a very special school that taught me to think analytically and gave me a broader perspective on life. You can become an engineer or a photographer, and you will always be doing your best," Evrim says.

Evrim feels rewarded for following his passion. "My job now affects the people around me, most important of all, my job affects me," says Evrim, who won the Best Photojournalistic Wedding Photographer in USA in 2006 (runner up in the world), Best Wedding Vendor in Oregon in 2009 and WPPI Worldwide first place in 2004 and 2007. "We remember our memories frame by frame," Evrim says. "A picture is worth a thousand words." ■

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