



## **VHT Studios introduces Rodiek as lead photographer in New York Market**

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VHT Studios introduces internationally renowned architectural photographer Romy Rodiek as the lead photographer for the New York City market.

Rodiek creates museum-quality photography, which fulfills VHT Studios' pledge to provide stunning photographs that wow prospective sellers and get buyers in the door.

"Romy brings an amazing array of life and professional experiences into her innovative photography," said Brian Balduf, CEO of VHT Studios. "She has traveled the world extensively and has always been interested in architecture and design. Her photography has been recognized internationally as meeting prestigious standards of design and excellence.

"Her insightful skill set and meticulous approach enables her to create images from an artist's point of view, resulting in great real estate and architectural photography."

Rodiek's innovative photography was showcased in 2014 shows at photo::vienna at the Museum für Angewandte Kunst in Vienna and Elective Affinities at the International Center of Photography in New York.

Best known for her clean, linear approach to her photography subjects, Rodiek takes a very structured approach to photography, striving to make her images clear, bold and exacting. She describes her work as "a little bit German."

"My work with some of the top real estate agents in New York has taught me that communication is the key," she said. "My goal is to deliver the unique perspectives, angles and elevations to create precisely the images my clients need."

Rodiek was born in Bremen, Germany, and studied photographic processes and portraiture at London's Central St. Martin's College and the London School of Photography, as well as the Photography Institute.

After finishing her studies in London, Rodiek won the Director's Scholarship at The International Center for Photography in New York. She spent years as a freelance photographer, starting out in the analog world.

Rodiek spent four and a-half months in South America and two weeks on a Russian icebreaker in Antarctica. Her photos from this trip and throughout Europe earned her two honorable mentions from the prestigious International Photography Awards in 2011 and 2012.

Her work has been exhibited at the SCOPE shows in Miami as well as Exposure New York, and she placed in the semifinals of the Wildlife Photographer of the Year Awards at the Natural History Museum in London.

"Working with VHT Studios is ideal for me because it allows me to combine my love of structural photography with my keen interest in marketing and business management," Rodiek said. She comes from an international marketing background, graduating from Institut Rosenberg in St.

Gallen, Switzerland and the European Business School in London. She also worked for Western Union FSI in Vienna, Soci t  G n rale Bank in Vienna and Alfred Dunhill Ltd. in London.

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