

# Blipfoto founder sees the light



## **CAPTURING LIFE WITH LIGHT**

### **VELUX and Blipfoto founder team up to promote the positive power of daylight**

Leading roof window manufacturer [VELUX](#) has teamed up with Joe Tree, photographer and founder of daily photo sharing site [Blipfoto](#), in a new short film to promote the transformative effect of daylight for [The Daylight Project](#).

Celebrating ten years of taking a daily photograph, the video was created to coincide with Joe's 3,650th post. Joe has used photography as a means of tracking his life and his ever changing environments. The video, which was shot against a striking Edinburgh skyline, draws on Joe's wealth of photographic experience to showcase the creative benefits of daylight and has been released to correspond with longer days.

He said:-"One of the most expressive means of celebrating daylight is taking a photograph and in its most simplistic form photography is the act of capturing light. Transformative, flexible and utterly unique, there is no comparison to the life that can be brought to a photograph with the simple addition of daylight.

"To work with daylight, you need to understand how it interacts with an object, how it bounces off a surface and how it has the power to change an environment. We have this utterly changeable weather, quite easily having four seasons in a day, but for photography that's great! The unpredictability makes it quite exciting; when everything comes together it can make the perfect photo."

The video was commissioned for [The Daylight Project](#), an online

hub launched by VELUX last year to highlight the importance of designing with light.

The Edinburgh Reporter has a (slightly neglected!) Blipfoto account which you can see [here](#). We must post a photo...or two!