



the power behind the picture

Tony Corbell - Noted Photographer, Educator and Author Joins Bowens as Lighting Evangelist

North White Plains, NY (February 27, 2014) – [Bowens](#), a leading manufacturer of advanced photographic lighting systems and accessories, has announced that legendary photographer, Educator, Author and photographic lighting guru Tony Corbell has joined Bowens as its Lighting Evangelist, a newly created position.

In his new position Tony Corbell will establish and administer a Bowens Ambassador Program to showcase, inspire and share with the world, the amazing talents of other professional photographers. Tony will also organize and conduct webinar-training and create a series of how-to videos focused on lighting techniques and other related information that photographers need, to master the art, science and craft of photography in the digital age.

Formerly featured in many Profoto educational videos, Tony has always been considered a master at lighting.

Tony Corbell has taught more than six hundred workshops focusing on lighting techniques and digital workflow, and has personally inspired thousands of workshop attendees throughout the U.S. and internationally. As an author, Tony's *Basic Studio Lighting* book remains a “must-read” guide for professional and aspiring professional photographers alike. Likewise, Tony's photography articles have appeared in photo magazines in the U.S., the U.K., Japan and China.

Tony Corbell began his professional photography career 35 years ago in a West Texas studio. Since that time he has photographed 3 U.S. Presidents, nearly two hundred world leaders at the United Nations, numerous sports celebrities, almost eight hundred brides and grooms plus a few NASA astronauts and commercial assignments too numerous to detail.

“Moving forward, I’m looking forward to applying the products, resources and technologies of Bowens, while continuing to educate today’s talented photo community,” said Tony Corbell. “This means so much to me personally and professionally because it’s my deeply-held belief that lighting and its control lies at the heart of excellent photography.”

“Bowens is honored that Tony Corbell has agreed to focus his career and his many talents on helping us educate today’s generation of photographers,” said Jan Lederman, president of

Bowens USA. "Bowens has built its reputation around well-designed and durable professional photographic lighting systems. With the addition of Tony Corbell to the Bowens team, I believe we are fast approaching a new 'high water-mark,' not only for Bowens but for the entire imaging industry."

About Bowens

Bowens International is a world-leading manufacturer of photographic lighting systems. For over 50 years, Bowens has maintained its position in the photographic market as a favorite among professional and serious amateur photographers alike.

Today, Bowens continues to design and produce innovative photographic lighting systems and accessories from its base in the United Kingdom. With distribution in over 70 countries, Bowens lighting equipment is one of the most widely-used flash systems in the world today.

For more information visit <http://www.BowensUSA.com>

About MAC Group

In the United States MAC Group, a sales and marketing company dedicated to supplying photographers, videographers, educators and students with the world's finest image-making tools is the exclusive distributor of Bowens lighting systems.

For more information visit <http://www.MACgroupUS.com>

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