

# John Armich, the pro who knows your business

By Brenda Lange

*Brenda is an independent writer who lives and works in Doylestown, PA.*

There may be none better to help advance the careers and businesses of ASID members and industry partners than award-winning photographer, John Armich.

John became an ASID industry partner about a year ago, after shooting various projects for several members. Membership as the next step just made sense. John has a finely tuned, innate sense of design and composition himself. Who better to work with our talented interior designers and industry partners than one who has an eye for style and whose camera brings out the best in everything it focuses on.

"I just love shooting homes and design," John says. "I understand how designers work, so I am able to get the best photos possible to showcase your work, so you don't have to think about it."

John just completed a three-day shoot at the Cape May Designer Show House sponsored by The Mid Atlantic Center for the Arts. The former church is a landmark building that has been converted into three luxury town homes, and John was thrilled with this opportunity to shoot this prestigious designer show house for the second year in a row.

To market yourself and your work appropriately today, it's necessary to have an up-to-date website utilizing excellent photography. Other more traditional marketing still requires the best photos available. The maxim – "A picture is worth a thousand words" – has never been truer than it is today. And John's state of the art equipment combined with

## Cape May Designer Show House Rooms



Photography by John Armich

**The Designer is Wendy Holden, ASID. She is a recent Peoples Choice Designer Show House winner.**



Photography by John Armich

**The Designer is Tony F. Hawkins of Fitz Interior Design, LLC**

training with Norman McGrath, master architectural photographer at Rockport College "The Workshops" Rockport, Maine, and his years of experience create photos equal to any epic.

John's photographs have been published in regional, national, and international publications including Christie's Great Estates magazine, the estates for sale sections of Architectural Digest and Quest Magazine, Nouveau and Bucks magazines, and coming this fall, Town & Country.

He's a pro who cut his teeth on a Brownie camera – a gift when he was a child. He spent his youth tagging along with his dad, a builder, and learned about architecture from the ground up. His passion for photography and for creating images has never waned.

Originally from Vancouver Island, British Columbia, John has called this region home for more than a decade, and routinely drives to New York City, Philadelphia, and around the tri-state region completing assignments. Before settling in lovely, rural Berks County, he traveled and lived all over the world. "I've seen the most impressive architecture anywhere," John says. "I'm drawn to the sophistication and enhancement only a professional interior

designer can provide a beautiful building, whether it's residential or commercial – the work of a professional is always a highly regarded addition."

"I love to work with clients who appreciate the special ambiance created by professionals. And I love to work with the professionals who are creative."

**John Armich**

**www.johnarmich.com Phone:215-262-8015**