

# Yasas

Piyi Wong

I'm here today to share with you my many experiences freelancing for Airbnb as an interior photographer.

Modern day technology is great. I wouldn't have got into photography if it wasn't for the digital age. While phone camera is convenient and efficient, but it's not a comparison to a professional DSLR with the appropriate lenses.

The first thing that counts visually while marketing your property listing is a good set of photographs. They need to be in good resolution, professional looking and basically speaking it's the face of your home. And we all want our face too look good before stepping out of the door.

*Here I have prepared 5 points which play their role in giving you hopefully the best set of photographs.*

# 1

## New Apartment & Well Lived Apartment

Airbnb has evolve over the years and now the two distinctive categories have emerged which are newly renovated apartment solely for renting out while well lived apartment are rented out occasioanlly.

New apartments may appear more professional and business like while well lived apartments can be an unique experience.

*Following are examples of apartments how they can make the best out of their property.*









































































# 2

## Hero Rooms

Your hero room is your best asset and they should be in your landing page.

They are usually the living room, the bedroom or a balcony with a fantastic view.

*Although there will be some exception such as a great garden, park and remember to photograph the outdoor if it adds on to your advantage.*































































































# 3

## Light & Colour

Brighten up the inside

Light is a photographer's best friend. It brings out natural depth, colour, and contrast in a setting. Great lighting makes your photo look more professional overall, which makes you look professional as well.

So far you will notice that pungent colours will draw your eyes in but they might not necessarily be the most comfortable to live in.

Be mindful with your colour choices.

*Big mirrors make a room appear more spacious and they look great in any room.*

*Placing a mirror next to a window brings in more light, and acts as an added window when placed opposite an existing one*



































































# 4

## Cleanliness, Tidiness & Life

Clean the scene,  
take some time to remove the clutter from your living space.  
It'll be less distracting to the viewer and generally make your place seem more inviting and spacious.

Be tidy, but a little messiness adds interest and life.

Pretend you're an interior decorator—arrange some flowers, fan some magazines, dust surfaces and windows.

To introduce life into apartment if needed. (examples fruits, books, candles, flowers and etc).

Be sure the photo aligns as closely as possible to the actual space when they arrive.

Let photos be a true reflection of how guests will find it.

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*Placing a mirror next to a window brings in more light, and acts as an added window when placed opposite an existing one*













































































# 5

## The Big Picture & Details

Concentrate on the big picture.

The best apartments are usually the ones with a particularly feel to them, either warm, industrial, artistic, bohemian, minimalist, and etc.

Show personality, not personal items.

There's a difference between showing personality in design and a filling a space with personal items.

Details should help in bringing out the flair of the listing and not just for the sake of it.  
Lived in apartment excel in this aspect.

Don't be shy and try to avoid cliches —people love interesting spaces.

*Airbnb guests search through a lot of homes, so making yours unique is key.*

















Kimono!

Thanks a lot.  
We didn't know what to  
do with the garbage, sorry  
for that.  
We had a great time in your  
place. Hope we'll come  
again.  
Take care!

Nicholas and Irida

General KIMONOS

Thanks for being a great  
host and an awesome place.  
We definitely made our time in  
Athens that much richer. We  
are friends we had a good time  
trying to know some cool people  
and with your final recommendations  
we had fun, happy bellies.  
In Yamas...





15. 8. - 22. 11. 1987 DIE AUSSTELLUNG  
MARTIN GROPIUS BÄU  
ZUR























































# OLYMPIC







# Questions?

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