

Member Focus: Filter Management

Relocating to a different country is often a big challenge. Moving your *business* to a different country is an even bigger challenge but when done right, it is almost certain to result in various interesting experiences. Kristoffer Kosloff, founder and CEO of Filter Management, our newest corporate member, recently opened the company's first overseas location in Los Angeles and DACC met with him to discuss his new US business venture.

Filter Management is a photographic management agency which represents some of the most talented photographers from Scandinavia. Originally, Kristoffer got the idea for his business model from his extensive network within the world of photographers and his connections with people in the fashion and advertising industry. His various duties include promoting his photographers, making advertising campaigns, scouting of locations and casting new models. Having some of the best people in the business means clients often come to Filter Management and simply have them put together a team of photographers, locations and models that fit to the product. As Kristoffer puts it: *"I want to be your ONE-stop for making pictures - weather it's shooting bathing suits in the Bahamas or products in a studio in Copenhagen."*

When asked about why Los Angeles was chosen as the first overseas location, Kristoffer states that he had always been drawn by the city and his own observations had revealed a lack of Scandinavian design elements in American advertising and photography. Coincidentally, Kristoffer already marketed a Los Angeles based photographer so according to himself: *"...all those factors, together with perfect locations and year round sunshine, my mind was made up"*

Besides the obvious challenge of moving and settling into life in a new country, finding new clients has been the most difficult task. According to Kristoffer, getting people to know your name and actually call you when they need a job done is critical to getting your business underway. Kristoffer has since his arrival been busy trying to get his name, brand and talent exposed to the right audience. One of his methods of doing so is with his redeveloped website, which features samples of his portfolio. According to Kristoffer: *"The website is an important tool for art or marketing directors to see what kind of services we offer and which photographers we represent."*

Three months into his American adventure, Kristoffer has two immediate ambitions that he is trying to achieve. The first is to persuade his European clients to shoot their campaigns in California due to its great weather and spectacular locations. His other focus is to target possible clients in America by sending them graphic material that displays the work of his photographers. For now, California is his main target but this will later expand to include the remaining areas in the USA. So far, the customer feedback has been very positive.



A year from now, Kristoffer hopes that Filter Management will have established itself as a top agency for world class photographers in North America. According to Kristoffer: *"Our quality and standards are so high, that our challenge over the next 12 months will be to present and prove to potential clients that we are as good as we say."* If Filter Management succeeds at that, Kristoffer predicts that the jobs will start rolling in, something that will eventually lead to hiring of more staff members at Filter Management in Los Angeles.

We at DACC wish Kristoffer and Filter Management the best of luck for the future and look forward to follow their development.

To look at Filter Managements portfolio of photographers and their work, go to www.filtermanagement.com

About Member Focus

As part of the new DACC Newsletter, the monthly issue will feature an article on a member company. Should you have an interesting story to share, please contact Trine Fogtmann Hansen at tfh@dtcla.org.