



Wine Valley Photography

by **Scott Schrader**



Wine Valley Photography serves the need of interior decorators, business owners, and consumers for commercial or residential design and other photography requirements.

A beautiful landscape scene can enhance the decorum of a room or building, including staging new and resale homes and decorating inns, hotels, restaurants, or office buildings.

The fine art photography as seen on this site in the Wine Valley themes, is offered for sale in Kodak archival prints in various sizes with or without mattes and customized framing.

You can go to the [Gallery Gateway](#) which features the serene landscape photography in a splash page to the [photo gallery](#) which showcases the larger composition of Scott's work. The "Favorites" are so categorized because they are the printed photos which are for sale. As we increase inventory with the beauty that Wine Valleys throughout the world bring about, this will be the place to scrutinize.



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Biography



Scott was raised in the San Francisco Bay Area and moved to Napa when he was 10. Having had cameras since 6 years old Scott is very comfortable looking through the camera eye and framing his subject matter. His early exposure to wine was through his father who always liked his red wine with dinner. His first jobs were at many of the fine dining restaurants in the Napa Valley where he was encouraged to taste many varietals of wines.

With his love of music as a guitarist, singer, and keyboardist though, he was being primed for

technology through that interest. After graduating Napa Valley College with two degrees in Electronics Technology and Electronics Communications, Scott attended Sonoma State University to pursue sound engineering and ended up in the Jazz & Commercial Music Major due to his great appreciation of music. This was the beginning of exposure to what he coins the "wine music crowd" which introduced him to a roommate that worked at some high-end restaurants in Sonoma County and San Francisco who often brought home some great wines. While attending SSU, he worked two summers at Domaine Chandon in the cellar and Joseph Matthew's Restaurant & Winery. The latter included two hours of wine training every morning for about three weeks prior to crush. He started out liking the "big" chardonnays, (malolactic fermentation - credited to University of Davis and Robert Mondavi), but through the roommate he came to a transition over about a 3 year period to much preferring reds (Cabernet, Pinot Noir, Zinfandel and Merlot).

After SSU, he took a hiatus from school to travel with his band as a guitar player and singer through eight European countries where he stayed with host families, a couple of which had wineries on the Rhein River. During this time his foray in video started when interviewing a local Romanian soldier. Upon returning from Europe, he went to work for Pacific theaters selling advertising which taught him about graphics and more in commercial photography.

Scott then attended San Francisco State University's multimedia extension program from which he started his own company [Video Integrations](#) as a multimedia producer which included videography, photography, webmastering, graphics, and all the production techniques required for those. He was the top intern at SFSU from whom many of the students came for help and advice on software and hardware. He has developed great expertise over the years in producing video and still photography.

Scott's interest in wine, the various wine country regions, and in multimedia have brought about his interest in wine valley landscape photography. After many friends kept encouraging him to show and sell these photographs, this site and gallery have come to fruition. Scott's hope is to share many inspirations of the beauty of the wine country throughout the world. He currently lives in the Sacramento area of Northern California which is a short drive to the Napa Valley where his family still resides.



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Printing

Wine Valley Photography is developed with an archival process giving the photos a minimum of 100 - 120 year life expectancy.

Printing is processed on a Kodak Professional LED II (Pegasus)

- Photographic material is time tested endura (long life - endures over time) paper.
- State-of-the-art image longevity* (100 years before noticeable fading in typical home display and 200 years dark storage under the most common storage conditions)
- Realistic color saturation and color accuracy
- Brighter blues, cyans, purples, and reds

*Based on product application including specific light levels and temperature conditions; testing conducted as specified in ANSI Publication IT9.9-1996 and ISO Publication 10977, Stability of Colour Photographic Images-Methods for Measuring, including use of illustrative endpoint criteria of 30% dye fade.

The mattes are either beige or light blue.




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Pricing

Photos are available in the following sizes and prices and will be shipped in either a photo envelope or tube

| Image Dimensions | Image Pricing | Matted Dimensions | Matted Pricing |
|---|---------------|-------------------|----------------|
| 5 X 7 | \$20 | 8 X 10 | \$35 |
| 8 X 10 | \$38 | 11 X 14 | \$56 |
| 11 X 14 | \$72 | 15 X 18 | \$96 |
| 16 X 24 | \$189 | 20 x 28 | \$219 |
| 20 X 32 | \$299 | 25 X 37 | \$339 |
| If you would like a customized order such as a specific color or size of matte, a frame, glass, etc. please don't hesitate to call and discuss these needs. | | | |
|  | | Canvas Dimensions | Canvas Pricing |
| Canvas (stretched over a wood frame) | | 11 x 14 | \$249 |
| | | 16 x 24 | \$349 |
| | | 20 x 32 | \$499 |
| Sales tax will be added for California residents and Shipping will be added to all orders | | | |



Shades of Fall – The warm colors of Fall are seen in these Napa Valley vineyards nestled within the hills. This would look beautiful on a brick wall lit with spot lights to bring out the colors and more definition. [Also offered in a vertical cropping.](#)

Balloon in the Vineyard - Up, up and away in a beautiful balloon overlooking large green vineyards in the Napa Valley. What a relaxing way to spend the day!



Early Spring - Have you imagined having a home with a veranda where you could sip your morning coffee? This Sonoma Valley home is fronted by a large vineyard. How about hanging it wherever you have your coffee?

Passage - This photo with it's rustic feel can take one back to the country to a day where work was hard and yet fulfilling. A spring day in the Napa Caneros appellation with a little sun and misting sprinkles, back in a valley so low.



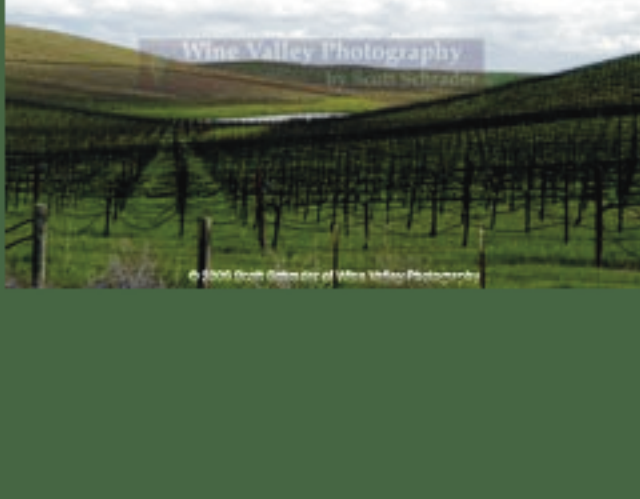
Rays of Light - Tranquil and peaceful in a state of bliss during a beautifully warm early fall back in the Napa Valley looking down into the St. Helena appellation.

Windmill House - A generation past in the out skirts of the quaint town of Sonoma 45 minutes north of San Francisco, reveals a time of simplicity and eloquence of style and substance.



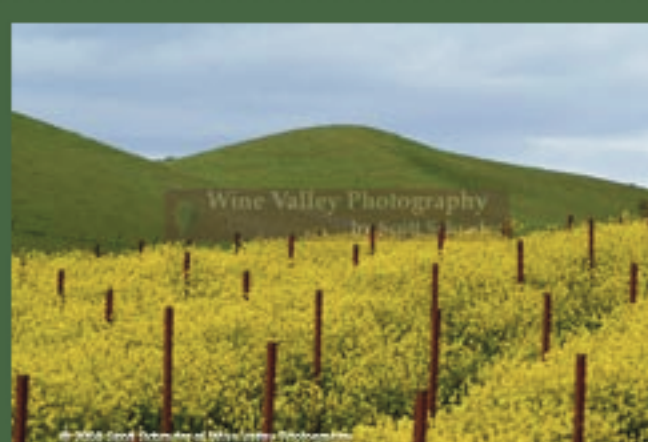
Lady Like - The graceful curves of this mature vine conjure a lady-like impression of immanent means.

Woven - Vineyards in early spring not yet rising to their call, have become a patchwork of colors woven over the hills. This has been framed with a small matte or no matte which creates a beautifully clean window to this Sonoma Caneros vision. It is the only one we did this to and found it works well.



Duck, Duck, Peacock? - The peacock leading the ducks across the vineyard makes this a favorite for many and would make a great conversation piece in a room where you do entertaining.

Red Barn - This is located in Sonoma Valley in the Spring. How about placing it above a fireplace or sofa?



Birds on Wires - The mystery is "where are the birds?" They can be seen over the hills on larger photos. The big attraction is the mustard filling this vineyard. It will brighten any room in a home or office.

Henry Pond - A light spring rain moving over the pond lends a bit of tranquility with the subtle ray of light in the background.



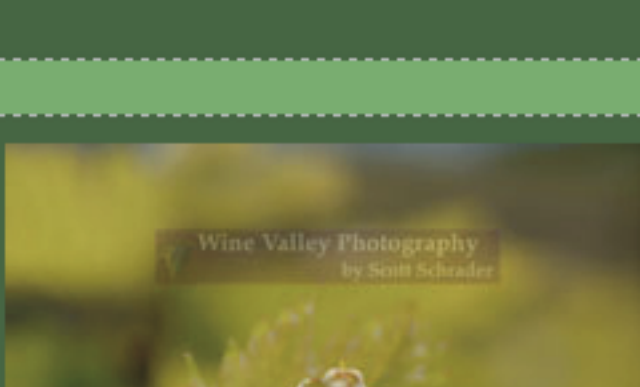
100 Year Old Vines - This one also has a nickname of "Snake Charmer", which was envisioned when seeing it big under a spot light in a wine tasting bar at Lake Tahoe. Gnarled and twisted it conjures up a musical vision which echos in the valleys below.

Staggs Leap Valley - A scene on the east side of the Napa Valley along Silverado Trail, of which is a more arid microclimate in the area. Taken from atop one of the aproximately 35 foot tall wind machines, such as the one seen in the distance.



Oblique – One vineyard with oblique rows of vines. A quaint scene providing comfort and richness with the plentiful wealth of the valley. Shot at the border between Sonoma and Napa within the Carneros appellation.

Adventful - Springtimes arrival is revealed in new birth of a budding grape cluster.





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Setting the Stage for a Sale

Shakespeare was right. All the world's a stage—especially when you're selling a home. But whether your production has a happy ending or a tragic one depends on what buyers see when they walk in the door.

Professional stagers prepare your house for the performance of a lifetime: a quick sale at the highest possible price. They do it by evaluating your home with a trained eye, seeing the things you don't—whether you're blinded by habit, emotions or, heaven forbid, bad taste.

“When we live with our things, we don't see and we don't respond to them the way a buyer is going to when they walk through the door,” says Jennie Norris, owner of We Stage Sacramento and president of the Sacramento chapter of the International Association of Home Staging Professionals.

Making a house appeal to the masses is the goal. “Probably the biggest misconception people have about staging is that we're going to come out and decorate their house,” says Norris. “But decorating is personalizing; staging is depersonalizing.”

This often means removing personal items from display, including family photographs, religious icons and collector's items to make it look like anyone who walks in could envision themselves living there

Stagers begin tackling a job by running through an extensive checklist that takes them from the curb to the back fence. From there, they make recommendations on what to change and who will do what work. Repainting a room or the entire house is a common recommendation. In occupied homes, stagers also may suggest boxing up books and clothing, bringing in new plants, adding or moving artwork, modifying the lighting and rearranging furniture.

For vacant homes, stagers rent and arrange furnishings and accessories to give the home a finished feel and the buyers a better sense of how their furnishings might look in the space. A home can be lightly, moderately or fully furnished, depending on your budget.

Sellers may try their own hand at staging, but results are often mixed because of objectivity and lack of a sense of scale and balance.

If you're serious about getting top dollar for your home, it's probably best to let a pro handle the job.

Basic staging starts at \$500 to \$600 for an occupied house and \$800 to \$1,000 for a vacant house, Norris says. While that's a small bundle to some, she insists that people can't afford not to stage because staged homes sell faster and for more money.

Some information obtained by Sacramento Magazine, September 2006 issue.

Here is where Wine Valley Photography can help

Stagers: Please see the collection of Wine Valley landscapes in the "[Gallery Gateway](#)" and feel free to contact us for that much desired wine theme in homes today.

Sellers: Contact us for a recommendation on a good quality stager in your area to help sell your home faster. Please make sure to keep in mind that you will need to decorate the new home you are purchasing as well. There are endless possibilities where wine valley photography can be placed in your new home



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