



ABOUT BELINDA RICHARDS

Named as the Pet/Animal photographer of the year by the Australian Institute of Professional Photographers in August 2019, Belinda Richards has quickly proved that pet photography is more than just photos of cute dogs. As the founder and Creative Director of Frog Dog Studios Belinda has quickly become known for capturing animals unique expressions, poses and personality. Her sense of humour, subtle social conscious and mastery of Photoshop is seen throughout her digital composite works which aim to make simple statements on modern society through the personification of animals.

Belinda started her photographic journey in 2010 at the age of 30 by heading back to school. Completing her Diploma of Photo Imaging (*Photographic Imaging College*) and then her Bachelor of Arts (Fine Art) (with Distinctions *Royal Melbourne Institute of Technology*) 5 years later. Upon completion, like a significant percentage of art students, she went and got a “real job”.

The majority of Belinda's working life has been with animals. When told never to work with kids or animals she often replies “Just the kids!”. Starting an awarding winning pet grooming business straight out of home was just the start. Throughout her studies and upon completion Belinda worked in animal welfare for various local councils and organisations.

The decision to begin Frog Dog Studios in mid 2016 came out of love for animals, a passion to create art and fatigue of the animal welfare industry. February 2017 saw the doors of Frog Dog Studios open in Yarraville Victoria. By July she had quit her “real job” to work in her dream business full time. A logical step for a business owner who has spent her entire working life with animals and studying fine art photography.

Since then Belinda has continued to develop her photographic skills winning numerous awards across multiple international competitions including the 2019 AIPP Australian Pet/Animal Photographer of the Year ,2019 Epson AIPP Victorian Pet/Animal Photographer of the Year and most unexpectedly the Nikon NZIPP International Photographer of the Year.

Belinda’s love of the craft see’s her handing every step of the creative process from capture to print ensuring each step is executed expertly to perfection. This coupled with her history of working with animals sees her intuitively capture her subjects like no other, creating fine art portraits that communicate, connect and emote.

Belinda currently lives in Yarraville, Victoria and continues to run Frog Dog Studios with her husband, two rescue dogs and rescue cat.

FIND BELINDA ONLINE

WEBSITE	www.frogdogstudios.com.au
FACEBOOK	www.facebook.com/frogdogstudios
INSTAGRAM	www.instagram.com/frogdogstudios