

FEATURE PROFILE



Mark Anthony

Photographer

We recently caught up with Photographer Mark Anthony out in Toronto, Ontario. Get to know him and his work as we did with this one-on-one exclusive.

Whats up Mark? Tell me a little about yourself.

Man, I was born, raised and still live in Toronto, Ontario. I love it here. It's a cool place to work and play. It has a lot of beautiful women and opportunities to make money, not the best... but good enough. But me personally, I'm destined to travel a lot more and see what else this world has to offer. I've been doing photography for about four years or so. I started out doing a lot of graphic design work, so that was my natural progression into photography. I also studied photography and product shots while in school. Honestly, I'm motivated by art and money. I LOVE being creative, and I love so many art forms. I get inspired by films, TV, business, music, ads, websites, art, and so much more. But more than that, I'm motivated to keep challenging myself. To create something better, than my last project. That's really how you create great work.

I'm also very motivated to make money, as I like to live well and I know that money creates opportunities. As Ted Turner once said, "Life is a game. Money is how we keep score." LOL.

What made you want to get into photography?

Well, like I said, I really got into photography because of my graphic design/marketing work. I felt photography was a natural progression from doing graphic design work because if you are going to conceptualize the ad, you may as well take the photos as well, so you can have more control over the final product. I can be a control freak at times. But I need to have the best product possible... for my sake and my client's sake. Not only that, it allows me to increase my bottom line. LOL.

I've also done a lot of package design work for products, so I also got into doing a lot of product shots, and then taking pictures of models to use in the actual products. That is what also led me to working with a lot more models on various projects.

Any personal favorites to work with?

I like working with anyone who has a lot of potential and takes what they're doing seriously but also knows how to relax, have fun and enjoy the process. But I really don't have time for clowns who talk big but under deliver or don't deliver AT ALL. Unfortunately, that happens more often than not.

I love working with people who are about to blow up or have an concept or idea that can blow up.

Generally, I like excitement, and I like thinking big. I'm really not doing any of this to be average or mediocre. Or to just survive. I want the top spot or nothing.

I know that may sound egotistical, but to me you have to be confident in what you do. You REALLY have to believe in yourself, because there are countless people everyday, telling you can't do it or you can't be who you dream of being. Not only that, there are countless people vying for your position, ready to take your clients and your money.

But I digress.

In general, I love to work with anyone who is on the same page as me.

Is there anyone you haven't worked with that you really would love to work with?

Artistically, or business wise there is no one I can think of. But there are countless people who have inspired me, in all sorts of mediums and industries. To long to name. But none of these people, I have to work with. But if it happens, I'm ready to work.

What influences Mark Anthony the most?

I'm influenced mostly by people who have accomplished a lot in both business and art. I think when you find someone who can master both, and switch hats effortlessly -- you've come across a genius.

But here are a few:

David Geffen, Ted Turner, Jay-Z, Hugh Hefner, Steve Jobs, Donny Deutsch, Diddy, 50 Cent, Jim Pattison, Martha Stewart, Ted Rogers, and countless more!

What's the future looking like for Mark Anthony?

Well, my goals are simple.

Create a media and entertainment empire overnight. Simple right? LOL.

Well, me and my close associates are working on developing films and television, a printed version of our online magazine PulpMag.net, music, podcasts, new media properties, etc.

In regards to my main business right now: MarkAnthonyMedia.com We recently launched a web hosting service, which is going very well. In the very near future we will be launching printing services, and other online marketing tools for our clients.

How far do you want it to go and what other life goals are you working toward?

In terms of how far I want it to go. Well, I believe there is no limit. I'm enjoying the ride so far, so we'll see where it goes. My other goals, are personal. You know, raise a family, stay fit and healthy, and take time to enjoy life. Definitely go on more vacations.

In your industry, what makes you stand out?

Well, I think I stand out because I offer a lot of different services and I'm very good in a lot of different mediums. I've worked on photos, illustrations, logos, print ads, packaging, websites, tv and radio commercials, and more! So I can approach each project with a unique perspective and a good understanding of how to execute ideas in different mediums.

But not only that, I make sure I understand the business and my clients needs. That's why we launched our own web hosting service and we will be getting into more printing soon as well. These are all tools my clients can use.

On top of that, I want and try to be a great artist and push my creativity to new heights, every time out.

I think a persons favorit song or lyric really can say a lot about a person. What is your Favorite song lyric?

My favourite song lyrics have to be by Jay-Z. He's smart guy who has mastered both business and art. One of my favourite lines has to be:

"Nine to five is how to survive, I ain't tryin' to survive, I'm tryin' to live it to the limit and love it a lot." from D'Evils, Reasonable Doubt.

What is your Favorite movie?

My favorite movie has to be either The Matrix, Fight Club, Crash, Traffic, or Memento. But my future favourite movie has to be the one my brother is working on entitled "Taking The Fall" or the one I'm writing. Yeah, I'm working on my first screenplay, which is entitled ".38". All I can say is... it's about a gun. LOL.

What is your Favorite way to Stay 60 (relax)?

Definitely going out with a girl or chilling with friends over drinks. Either that, or catch a flick, read a book, bench plates, bump some tunes or watch a show.

Thats cool. 60 Degreez Wants to thank Mark Anthony for taking time out to kick it with us.



For more on Mark Anthony check him out at MARKANTHONYMEDIA.COM or check out his online magazine "Pulp" founded by him and his brothers. www.pulpmag.net.