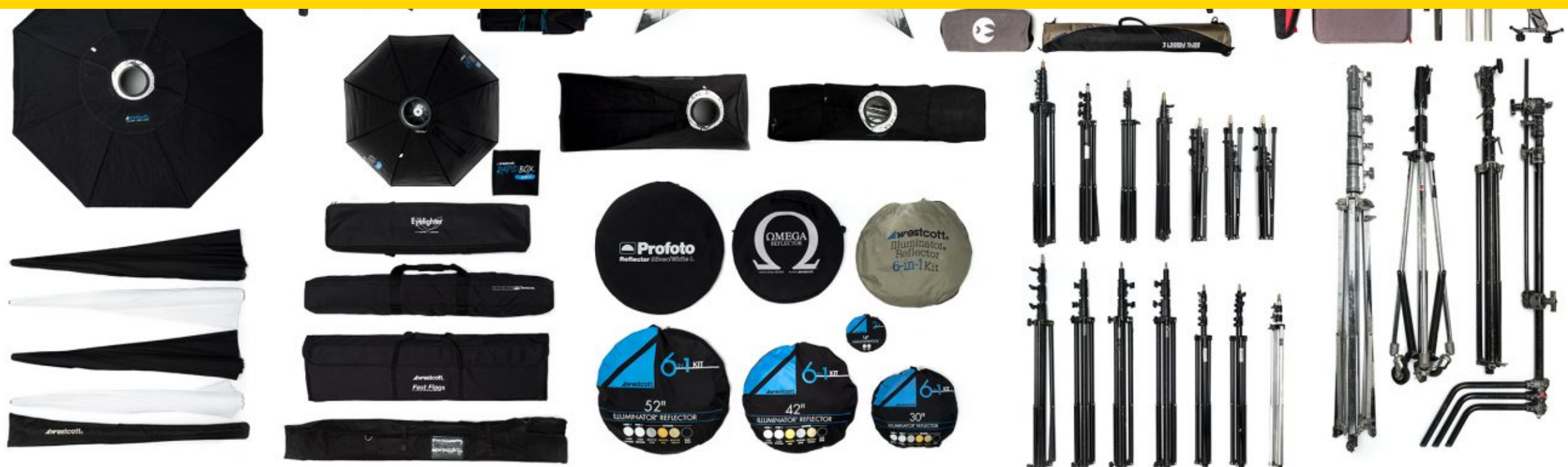




JOÃO CARLOS PHOTO

THE PHOTOGRAPHER'S TOOLKIT 2025



BIOGRAPHY

Born in New York to Portuguese parents, João is a fashion, advertising and fine art photographer and director working between New York and Lisbon. Although he expressed an interest in having a “real” camera at the age of five, João’s artistic explorations began with painting and fine arts which later led him to study at Ar.Co Institute of Art and Visual Communication in Lisbon, Portugal.

Since then, João Carlos has become an established name within the industry working for advertising agencies, magazines, fashion apparel and beauty companies all over the world. He has shot for publications such as Forbes, Umbigo and UP Magazine and has worked with brands such as Nike, Coca-Cola, Hola Beachwear, Infiniti group Nissan, Tag Heuer, Franck Muller, LG and Barclays.

With a strong technical background, he creates wonderful imagery and video with a great variety of styles, as well as clean commercial images and portrait photography revealing the attitudes and feelings of his models.

One of the highlights so far in his photographic career came in 2010 when he won the prestigious Hasselblad Master award. In 2019 he was nominated for European photographer of the year. In 2022 he’s nominated for European’s Photographer of the year and for the second consecutive year running Portuguese Photographer of the year.

João works continuously on his fine art photography: “The Portuguese Queens” and “The Stages of Isolation” being his most recent work. These projects showcase both his artistic and technical skills and are a testament to his versatility and creativity as a professional photographer and artist.

João is a brand ambassador for various companies such as FujiFilm, Sandisk, Westcott and Koylab to name a few; a Member of the Board of Director of APP Image as well as a member of the Board of the Federation of European Photographers (FEP).



COMPUTER



iMac Retina 5K 27"
1T SSD SandDisk

MACBOOK PRO 13", M1



CAMERAS



FUJIFILM X-100V

Undoubtedly the camera that all photographers, whether amateurs or professionals, must have. I use it as a personal camera and it's always with me, whether on trips or for family events, this is possible because it is such a small camera but with an incredible quality. It is ideal for street photography.



1/250 F/16 23MM ISO 200



1/125 F/14 120MM ISO 100



FUJIFILM GFX 50S

This is my everyday work horse. It's my most diverse camera allowing me to photograph multiple genres or subject matter, from fashion and advertising to portraits. For a medium format, it has the best quality-price ratio.



FUJIFILM GFX 100S

The mother of all machines. Ideal for advertising, fashion and portrait. My favorite for both stills and video because it films in 8K and it has IBIS. What makes it so special is the quality of the files.



1/2000 F/16 120MM ISO 800



FUJIFILM GFX 100II

The mother of all machines. Ideal for advertising, fashion and portrait. My favorite for both stills and video because it films in 8K and it has IBIS. What makes it so special is the quality of the files.



FUJIFILM X-T3

If we are talking about a great camera for action, sport and dance, then we need to talk about X-T3. By shooting at 15 frames per second, it is perfect for this type of work. Also, I love its vintage look.



1/250 F/16 56MM ISO 200



FUJIFILM X-T5

If we are talking about a great camera for action, sport and dance, then we need to talk about X-T5. By shooting at 15 frames per second, it is perfect for this type of work. Also, I love its vintage look.

1/250 F/16 56MM ISO 200



FUJIFILM X-H2

Dedicated film camera with its modern design and IBIS, even when I'm filming handhold, it looks and feels like I used a gimbal.



LENS (X SYSTEM)



FUJIFILM XF 14MM F/2.8 R

A wide angle with a very natural look that allows me to make portraits on location. Its size and weight make it pocket lens.





1/100 F/4 27MM ISO 200



FUJIFILM XF 27MM F/2.8

It is a ready-to-go lens and is therefore perfect for travel and street photography as it makes the camera so small.



FUJIFILM XF 35MM F/1.8 R

The aperture at 1.8 gives it a very good brightness. Perfect to always walk with us because it's so light. It is one of the lenses that most pays off in the quality-price ratio.





FUJIFILM XF 16-55MM F/2.8

It's the lens I use the most for making videos. Because it is a zoom lens, is quite versatile and turns out to be a "do it all" lens.

LENS (GFX SYSTEM)



1/180 F/2 56MM ISO 250



FUJIFILM XF 56MM F/1.2

Great portrait lens. It's super sharp and perfect for keeping the camera compact size. It's my go-to lens for portraits.



1/125 F/4 56MM ISO 200



1/250 F/7.1 56MM ISO 100



1/125 F/7 90MM ISO 100



FUJIFILM XF 90MM F/2 R

Perfect for portrait. What I like the most about it is the bokeh. It is also a good lens for landscapes due to its sharpness.



FUJIFILM GF 120MM F/4 MACRO

This is my favorite lens. I use it both for portraits and for photographing products. The quality is excellent and does not fail in any detail.



1/125 F/32 120MM ISO 100



1/125 F/9 120MM ISO 250



1/125 F/32 120MM ISO 100



1/30 F/18 120MM ISO 100



FUJIFILM GF 32-64 F/4

One of my favorite medium format lenses. As it is a zoom lens it is very versatile, which makes this lens a great choice for its quality-price ratio.

FUJIFILM GF 32-64 F/4



1/4 F/22 32MM ISO 100



1/105 F/4 64MM ISO 100



LENSBABY TRIO 28MM F3.5

I like to use it when I'm most bored or want to do something more creative. This is a 3 in 1 lens and I can let my imagination run wild.



1/500 F/0 28MM ISO 100

LENSBABY TRIO 28MM F3.5



1/13 F/1 ISO 400



1/1000 F/1 ISO 400



1/320 F/1 ISO 500

LENSBABY TRIO 28MM F3.5



1/500 F/1 ISO 160



1/500 F/1 ISO 160



1/125 F/1 ISO 400



1/125 F/1 ISO 200

LIGHTING

There are lots of lighting brands out there. From day one, I chose to work with Profoto. The build and the light quality are exceptional. Profoto gear is rugged, reliable and consistent. There's a lot of different tools, lights and diffusers I use from Profoto but below are just a few of my favorites.



TRIGGERS



PROFOTO

I use Profoto Connect when shooting with the A1 or underwater with my Outex gear. It is small and perfect for taking anywhere.



PROFOTO AIR

It is an essential device in my day-to-day life as I use my profoto flashes in all my shoots.



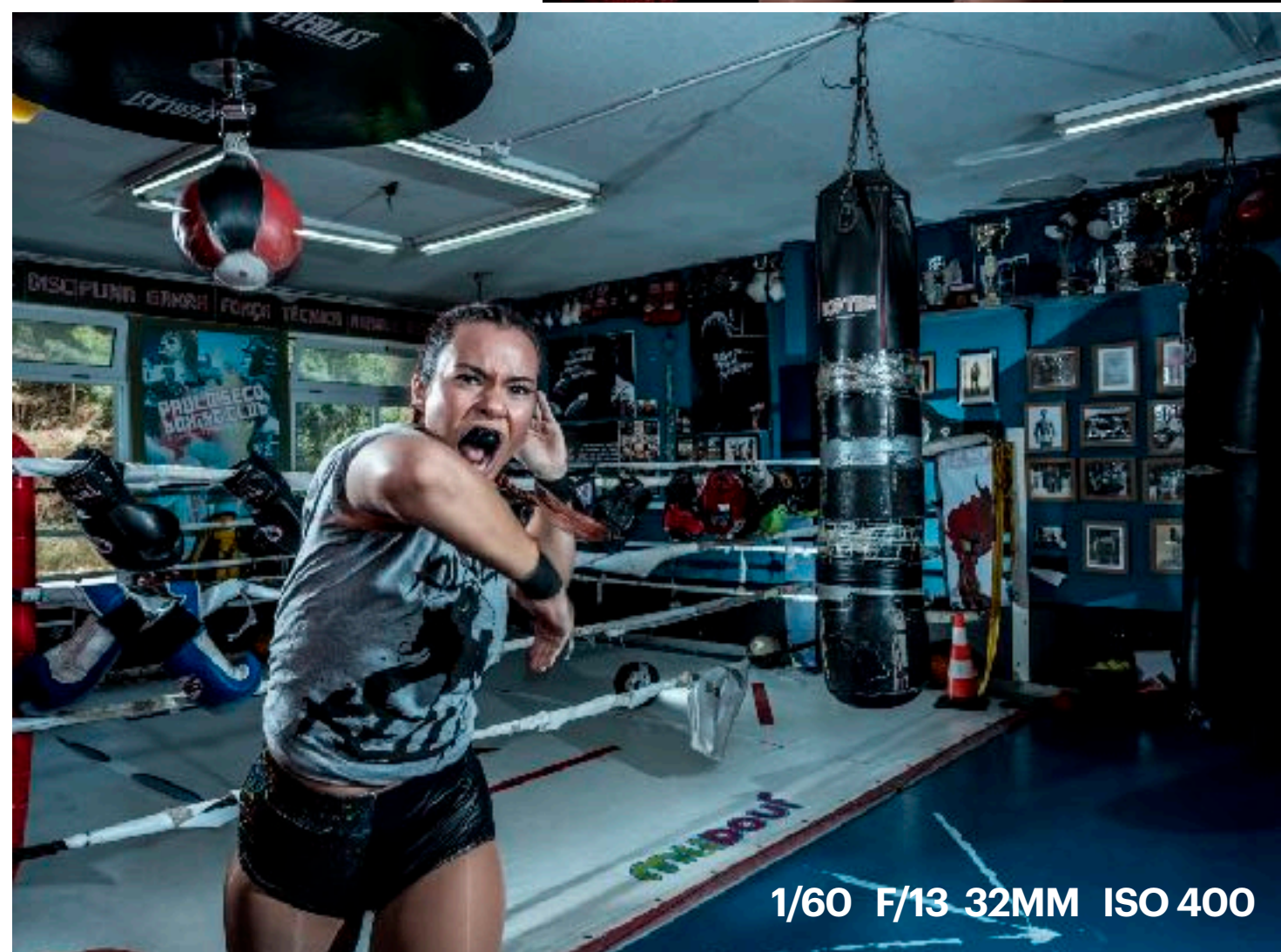
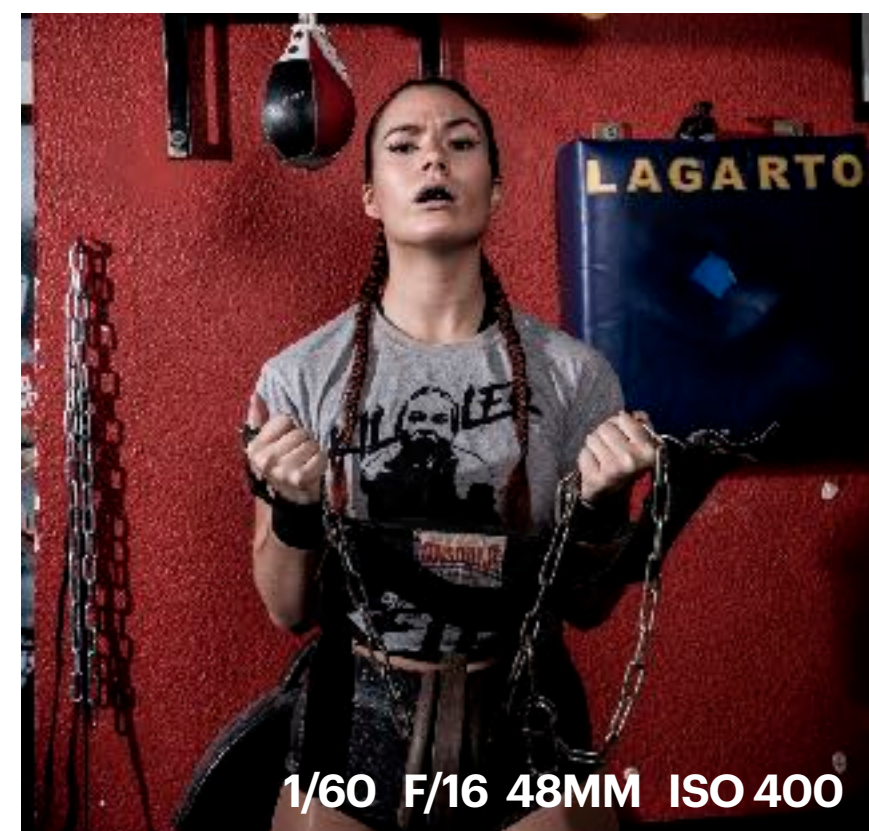
FJ-X2m Universal

Universal wireless radio trigger for the FJ Wireless Flash System. Compatible with many Canon, Nikon, Sony (with adapter), Fuji, Panasonic Lumix, and Olympus cameras.



PROFOTO B10 OCF FLASH HEAD

The flash head came to revolutionize portable light. It has the best quality with the advantage of being compact and portable.





1/125 F/8 32MM ISO 100



PROFOTO B10 PLUS OCF FLASH HEAD

Everything the B10 has to offer, but with even more power. A “must have” in any studio, one advantage is that I can use it plugged in or with a battery.



PROFOTO A1 STUDIO LIGHT

It is no longer just a flash on camera, it can be used as an off camera flash and because it has a modeling light, I can instantly see the results. It is perfect to take with me anywhere.



1/250 F/7,1 20MM ISO 320



WESTCOTT FJ400 STROBE 2-LIGHT

The FJ400 flashes are designed for portability and performance with the most accurate color temperature stability and unrivaled consistency when used together. Featuring a 400Ws AC/DC strobe that offers the most full power flashes per battery charge and under a second recycle time.



1/125 F/16 120MM ISO 100

LIGHT MODIFIERS (SOFT)



1/125 F/14 120MM ISO 100



PROFOTO DEEP UMBRELLA DIFFUSER

One of my favorite accessories because it is easy to use and has superb soft light quality.



WESTCOTT BRUCE DORN STRIP BANK

The quick setup and thin profile that makes it a good choice for portrait, fashion and product photography in-studio or on location. The softbox features removable front and inner diffusers.





WESTCOTT RAPID BOX SWITCH 1X4

Easily switch different types of lights in seconds.
Ideal for an edge light, rim light, or hair light.
Increased depth for improved light control.

1/125 F/8 120MM ISO 100

JOÃO CARLOS PHOTO TOOLKIT 2025



WESTCOTT STRIP 1X6

This professional strip softbox is an ideal edge light, rim light, or hair light. It is a must have in my studio.





PROFOTO 5' RFI OCTA SOFT BOX

It produces a soft but contrasting light at the same time and I normally use it to photograph whole body or groups.



WESTCOTT HALO ROUND SOFT BOX

A super transportable light box with soft light. Super easy to assemble and very practical. And the best is the excellent quality/price ratio.



1/125 F/11 120MM ISO 160



1/125 F/14 120MM ISO 100



WESTCOTT RAPID BEAUTY DISH

The quality of a beauty dish anywhere, easy to transport and easy to assemble.

PROFOTO DEEP TRANSLUCENT UMBRELLA EXTRA

It has a translucent design, allowing light to pass through it and create a diffused light with very soft shadows.



PROFOTO DEEP SILVER UMBRELLA EXTRA

It has a highly reflective silver interior, ideal for producing soft shadows with crisp details.



UMBRELLA DIFFUSER

The Umbrella Diffuser reduces the light output by 1.5 stops.



1/125 F/8 120MM ISO 100



1/125 F/29 120MM ISO 200



PROFOTO GRID HONEYCOMB FOR OCF

One of my most used accessories for product photography due to the contrast and light control that it provides.

LIGHT MODIFIERS (HARD)



BEAUTY DISH

Seriously, I've never met anyone that didn't like the way they looked after being photographed with this. You simply can't go wrong with this diffuser.



1/125 F/8. 120MM ISO 100



1/125 F/11 120MM ISO 100



**AMBITFUL AL-16 Bowens/ PROFOTO Mount
Conical Optical Focalize Condenser**
8 different color gel filters and 16 different shaped
cards.



PROFOTO OCF COLOR EFFECTS

I really like using color filters because it allows me to be free to create new things.



PROFOTO OCF GEL KIT



1/125 F/14 56MM ISO 250

REFLECTORS

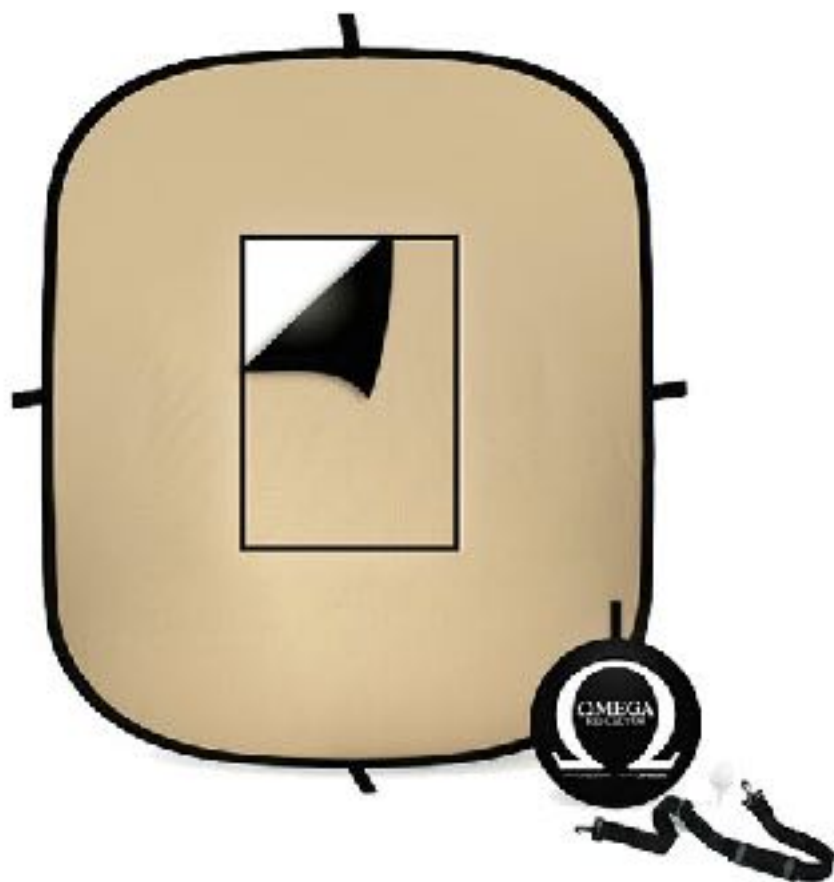


1/90 F/27 28MM ISO 400



PROFOTO COLLAPSIBLE REFLECTOR SILVER/WHITE

Sometimes it doesn't take a lot of light, just a good balance. Mandatory accessory for those who are starting and need to have a good light kit.



WESTCOTT OMEGA REFLECTOR KIT

The first of its kind designed to transform into an instant beauty dish for dramatic portrait photography lighting. This innovative light control system features a removable center frame and 5 interchangeable surfaces.





1/125 F/8 28MM ISO 400



WESTCOTT SCRIM JIM WHITE

Sometimes it's not about adding light, it's about removing light. I often use a diffuser to soften the light and make everything much more balanced.



WESTCOTT EYELIGHTER

Specifically designed for beauty and portrait photography, The Eyelighter reflects an arched light toward your subject, leaving a catchlight that follows the natural curve of the iris.



WESTCOTT SCRIM JIM CINE SILVER/WHITE BOUNCE FABRIC

The rectangular scrim jim has two sides. The silver side adds bright and specular highlights, while the white side produces soft, natural looking highlights.



WESTCOTT FAST FLAGS SCRIM KIT

Fast Flag's unique collapsible design allows for easy setup and effortless storage.

WESTCOTT ILLUMINATOR REFLECTOR KIT 6 IN 1

It allows me to change the reflective surface by simply zipping on a cover. A must have in every photographer kit.



WESTCOTT SCRIM JIM SILVER WHITE

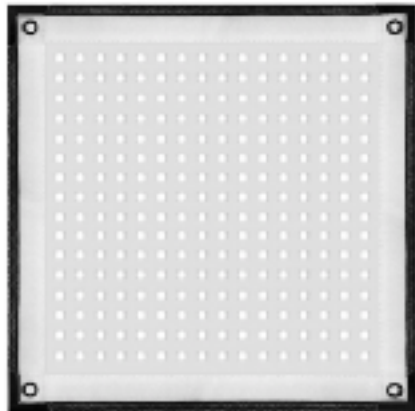
It's extremely easy to setup and take down due to the velcro fastening design. The scrim is fairly thin, but it works well for overhead outdoor setups.

CONTINUOUS LIGHT



WESTCOTT ICE LIGHT

Ultra-portable handheld daylight LED light wand.



FLEX CINE DAYLIGHT MAT 1-LIGHT SET

Pliable light design allows for dynamic light spread up to 360° and 5600K daylight output with up to 97 CRI (96 TLCI).



1/125 F/16 120MM ISO 100



PERAGOS DISK 30C RGBWW VIDEO LIGHT

The Peragos Disk is a compact, spherical light designed for video and photography. It delivers bright light and allows you to adjust both the color temperature and the full RGB spectrum, giving you complete control over your creative lighting.



PERAGOS HEAD 150C MULTI-COLOR RGBW LED MONOLIGHT

The Vibesta Peragos Head 150 Multi-Color is perfect for continuous lighting. Compact and fully color-tunable, it offers precise control over color temperature and the full RGB spectrum. With multiple modes, including CCT and effects, it delivers consistent, creative lighting for any project.





BULB -30S F/8 120MM ISO 100

WESTCOTT SCRIM JIM CINE SILVER/WHITE BOUNCE FABRIC

This kit is designed for those light painters who want a kit with a wide variety of tools with which they can immediately start working with to create a wide variety of effects and colors.



BAGS

SKB WATERPROOF LAPTOP CASE WITH SUN SCREEN

This little foldable thing is brilliant! It shields your laptop from the sun and the lightweight allows me pack and unpack quickly on location.



SKB I SERIES 3I ROLLING CASE WITH BACKPACK

This is an airline carry-on approved size, watertight and dustproof rolling hard case with a removable backpack designed by Think Tank. Perfect for all my trips.

SPEEDTOP 30 BACKPACK

My every day backpack has all I need and I'm always with it.



AIRPORT TAKEOFF™ V2.0 THINK TANK

A versatile backpack that can be used on the back or as a trolley. It has the perfect measurements to take on the plane.

RETROSPECTIVE 7 V2.0

The Retrospective 7 V2.0 shoulder bag retains that classic look but includes many innovative new features.



TURNSTYLE® 10 V2.0

Easy rotation for rapid access to gear and accessories.
Perfect to travel photography.



SKB I SERIES 3I-2011-8DL CASE

A hard case that is waterproof and dustproof. It has a perfect foam lining with dividers where my lenses can fit.

LENS CHANGER™ 15 V3.0

Shooting on the go has been made exponentially more convenient with these lens changer pouches. All your equipment is right on your body, making lens switching so easy.



THINK TANK THIN SKIN BELT

Whenever I take pictures, this belt goes with me. That's where I take my lenses to always have them close at hand

STRAPS

**BLACKRAPID CROSS SHOT
ORANGE CAMERA SLING**



With these straps I always have the camera next to me and ready to use.

**BLACKRAPID SPORT LEFT
BREATHE CAMERA SLING**



BLACKRAPID WRIST STRAP



It allows me to attach the camera to my wrist while keeping it close to my hand and always safe.

STORAGE

SANDISK 128GB EXTREME PRO 300MB/SEG UHS-II V90

My favorite cards. SanDisk's extreme pro range has all the qualities I need to do my job. It is quick to read and write all the files



MY CLOUD HOME FROM WD 3 TB

Without a doubt the best option for clouds. I can access all my files from anywhere, whether on the phone or on the computer.



G-DRIVE MOBILE USB-C FROM G-TECHNOLOGY 2TB

I use these drives to deliver photos to clients. Their elegant appearance makes them suitable and professional.



G-SPEED SHUTTLE THUNDERBOLT 3 WITH EV SERIES BAY ADAPTERS 20 TB

Years of work is on this drive. There's such peace, knowing it's all in one place. I have 2 more in remote locations as backups.



G-SPEED SHUTTLE XL WITH THUNDERBOLT 3 40TB

This is my main archive where I have everything I have done over the years. It's fast and the G-technology never lets me down.

G-DRIVE ARMORLOCK SSD

Pro-grade performance and ultra-rugged features give you durability you can rely on. It's next-generation security, with new-generation simplicity.



G-TECHNOLOGY 2TB G-DRIVE USB 3.1 SSD

Always with me. It is my personal drive and I have everything I need at hand. Its small size makes this possible

TETHERING

TETHERPRO USB-C TO 3.0 MICRO-B

There's lots of cables on any shoot and it's very important that you don't trip over this one since it's connect your camera to your computer. So orange is a very important color.



WACOM INTUOS PRO M

If you have spent several years editing with a mouse or trackpad, there will undoubtedly be a small learning curve when it comes to using the pen, but you will find that this device speeds up your editing process and makes tools much more accurate.



MISCELLANEOUS GADGETS

WATERPROOF CAMERA HOUSING OUTEX PRO KIT

If you want to shoot underwater, this is THE kit. The best in terms of the quality-price ratio.



BOYA BY-WM4 PRO

The best sound kit you could buy. Easy to use and it has a very good quality.



INSTAX SHARE SP-3

It is something I like to have with me when I am doing photoshoots with clients because it allows me to print a souvenir right away.



INSTAX LINK WIDE



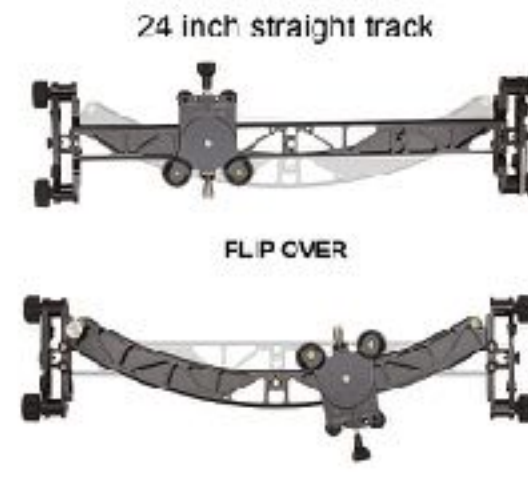
ATOMOS NINJA V

This small screen came to save my life and makes the task of making video much easier because I see everything on a larger scale.



SMALL RIGS CAMERA CAGE KIT FOR FUJIFILM X-H1

An essential tool whenever I make videos. It is always mounted on the X-H1 and ready to use.



PMG-DUO DOUBLE SIDED VIDEO SLIDER (STRAIGHT / CURVED)

An accessory that I use when filming and that allows me to make controlled and stable panoramic movements.



ZHIYUN-TECH CRANE 3 LAB

For moving action scenes it is essential to use a gimbal so that the image stays stabilized.

TRIPODS

DOCZ2

Great for placing on the base of the monopod or directly on the machine as a low level tripod.



ALAN 2.0

A great solution for shooting with a support but always walking.



3 LEGGED THING LEO 2.0

Literally the basis of my work, which allows me to have stability and is a mandatory element in all (almost all) of my photographs - at least in the studio.

AIRHEAD VU

The AirHed Vu is the first tripod head in 3 Legged Thing's range with a vision window to allow users to see the internal mechanism that locks the ball into place. The AirHed comes complete with the Arca-Swiss compatible QR-Octa plate.

APPS & SOFTWARE

ADOBE PHOTOSHOP

I've been a Photoshop user for nearly 20 years and I still use it on a daily basis. It's the first computer program of any kind that I ever learned and remains the most powerful program I've ever used.



ADOBE LIGHTROOM

An easy-to-use tool for adjusting some photos and to see them organized and rated.



POWER POINT

PowerPoint is the go-to tool for creating polished presentations. It turns your ideas into engaging visuals with ease. It's essential for delivering clear and impactful presentations.



TODOIST

Todoist is your ultimate task management companion. It helps you organize and prioritize your to-dos with ease. You can track your progress and stay on top of deadlines effortlessly.



ADOBE BRIDGE

Bridge is like your Desktop Finder on crack. It's a great way to browse files and easily find stuff



CAPTURE ONE

I always use it in sessions to photograph and see the result in real time.



CANVA

Canva simplifies design for everyone. Create social media posts, presentations, and more with ease. Its intuitive interface makes professional design easy for beginners.

SOCIAL MEDIA

FACEBOOK

It is an excellent social network to connect with small and medium-sized businesses and to reach older audiences.



LINKEDIN

A must-have tool for any entrepreneur to establish business relationships.



TIKTOK

A must-have tool for any entrepreneur to establish business relationships and focus on



INSTAGRAM

Definitely my preferred place where I share my work. As I have a younger audience, I feel that I reach more people and that there is more interaction in the comments and stories.



PINTEREST

The creation of a moodboard is essential to visually show the team and the client what is going to be done. Pinterest is not my only source of inspiration, I am also inspired by books or cinema.



KAVYAR

A must-have tool for any entrepreneur to establish business relationships.

