

# OUR VALUES

These four “grounding virtues” guide everything we do at Whites & Woods. They are not the stuff of saints and heroes, but tools we hold onto for the art of living & doing business.

## PEACE

It is in the times where we have had a deficit of peace, we came to realise what a gift it truly is. While peace is a privilege - and one we cannot always orchestrate on an external level - we have come to value a state of deep inner peace, found in acceptance & patience. ‘Acceptance’ meaning trusting others and being willing to learn from them. ‘Patience’ meaning being open to things not looking exactly as we had originally thought. Being flexible to flow with different ideas and timelines has led us to remarkable places. Places we never could have created ourselves, far exceeding our own imaginations. We try to live from an atmosphere of peace and openness as best we can, in the hopes we can make all individuals feel safe, celebrated and supported on their wedding day.

## QUALITY

We’ve heard it said art should be both “timely & timeless”. This is the essence of our heart. To make a quality product that is both representative of the now - these people, this season, this moment - and equally, effortlessly archival for the future. For generations to come. From our childhood through to adulthood, we have loved flipping through our family photo albums, being transported into the past through retro hues and glorious fashion choices. But even as lots has evolved, so much remains the same. Family, friendship, community, joy, grief, celebration, stories. For us, art is about making images and words that are as much for now as they are for later. We hope nothing less for the ones whose memories we are blessed to capture.

## CONVERSATION

As much as we are photographers, we are also storytellers. And we believe all people have a story to tell. Our role is to give this story the space and outlet to be told in the way it wants to be shared. Listening & question-asking is one of our favourite art forms. We believe when you are truly present, you begin to see beyond the surface... an invitation into deeper connection; what makes a person unique, what matters most to them, what have they learned on their journey, what do they have to give? We have received so much from simply listening and giving space for this single, glorious word; “why?”. And we have felt it abundantly in return. Creating and curating beautiful conversations is an artisanal expression. It is an adventure to go on the journey to find beautiful words, ask generous questions, to seek openness to where there is confusion and allow spaces (pastures) for silences to land. And there are endless ways it can be done, the pursuit of a lifetime.

## GENEROSITY

To give is a gift. One we have found more honouring and uplifting than almost any other virtue. We believe generosity is our calling & responsibility, one that comes much easier when we begin to see that everything we already have was first given to us. Our desire to give freely is not constricted to money. In fact it is often not found in dollars at all. It is all our resources and commodities. A pursuit to willingly and lovingly go above and beyond with ones time, skills, plans, assets and connections. We have found it to be one of lifes great antidotes to comparison. It is hard to compare when you’re on the same team, willingly serving one each other. When we work with our clients, we try our hardest to go above and beyond the service itself. We aim to understand what is most important to each person, and seek to serve each individual the best way we can, with all that we have to offer.