

CREATIVE COLLECTION  
*Snap shot*



WHEN POPPIE PACK PICKS UP HER CAMERA, SHE CAPTURES SO MUCH MORE THAN A SCENE OR SUBJECT. THE PHOTOGRAPHER IS ALWAYS SEEKING TO FIND THE VERY “ESSENCE OF A MOMENT AND A FEELING”

Story ANDREA TOMAZ Photography ALANA LANDSBERRY



*At a glance*

**Who:** Poppie Pack, photographer.  
**What she does:** Captures the spirit of a moment and feeling extracted from landscapes, objects and people she encounters in everyday life. Her shots are never ‘set up’. Poppie is interested in the timeless meaning that can be shared through imagery.  
**Why she does it:** “I have always loved photography,” she says. That passion is undoubtedly teamed with skill.  
**Visit:** [poppiepack.shop](http://poppiepack.shop), [@poppiepack.creative](https://www.instagram.com/poppiepack.creative).

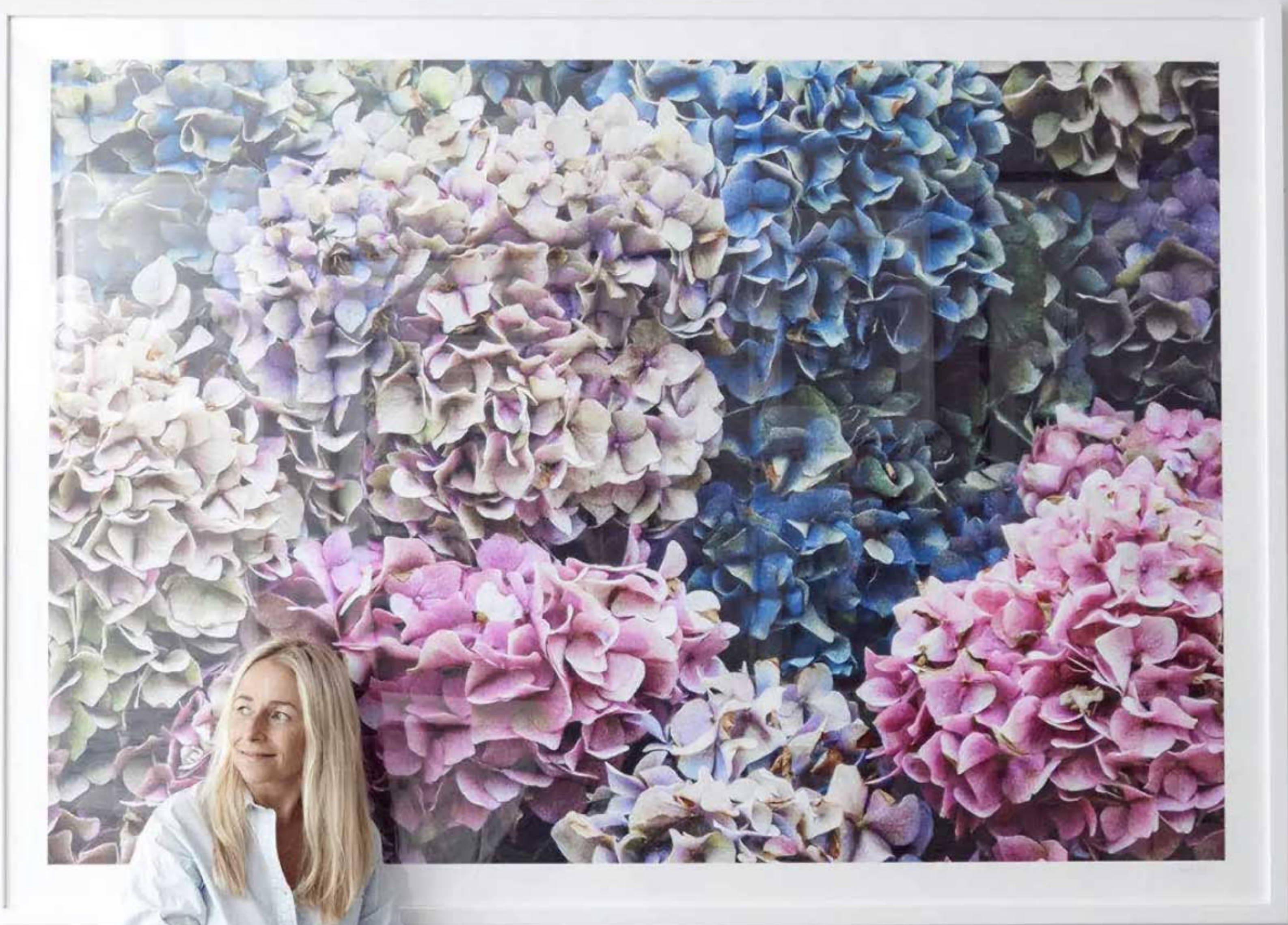
From the iconic waves of Bondi Beach to the cafes of Paris and the entrancing pink skies of India, photographer Poppie Pack always focuses on capturing ‘moments’. Her work explores how places and objects evoke poignant memories and let us ‘feel’ snapshots of our own lives, time after time. The art is deeply personal and specific, yet also somehow universal. A photo may mean different things to a range of people, but what it triggers is the human experience of feeling, knowing and remembering. Poppie’s subjects could be anyone or anything: swimmers in an ocean pool, or a bucket of blooms. “What I want to convey is the essence, the feeling,” she says.

This Kiwi-born Sydneysider was previously a graphic designer who worked in tech and branding, but photography was always her passion. Then in 2021 she “ditched the design” and moved into photography full-time, opening her gallery in Paddington while 28 weeks pregnant. “I love this creative area; the terrace shops and my gallery being sandwiched between a florist and a fashion designer.” But with Covid continuing to loom, the gallery was forced to close for an unforeseeable amount of time. “I was lucky,” Poppie insists. “I worked from home with my baby, and the gallery still served as a beautiful advertisement. I changed the works around regularly and people looked to see what was happening.”

TOP LEFT: Poppie’s works include ‘Afternoon Reflections’ Bondi Beach), ‘Vintage Summer’ (Cabarita), ‘Oahu Road Trip’ and ‘Soft Pink Hydrangeas’. TOP RIGHT: Poppie’s gallery on William Street. BOTTOM: Adding a final touch to ‘Bondi Girls’. OPPOSITE: Inside her gallery, Poppie sits in front of hydrangea photo ‘New Year Bloom’ and holds ‘Byron Girls’ (The Pass at Byron Bay). >

## Beautiful STYLE

*Poppie with one of her best-known works, 'New Year Bloom'. It depicts "a divine drying hedge of hydrangeas I walked past every day over a summer holiday before actually photographing it."*



Textural and grainy, Poppie's artworks are deliberately 'imperfect'. "I'm infatuated with 35mm film photography, so I don't want pixel-perfect photographs. I like something grittier, with more depth. By giving the photos this look and feeling, no one can pinpoint when they were taken." This timeless look amplifies the feelings of nostalgia elicited in people viewing her work – and Poppie loves the in-gallery conversations that flow from there. She's had older surfies share their '70s Byron Bay tales, Tamarama locals talk about camera angles and Indian nationals instantly identify that distinctive pink sky. "And hydrangeas," adds Poppie. "There's just something about them that everybody feels, especially Australians and New Zealanders. People say, 'Oh, my grandma grew hydrangeas,' or 'My mum did,' or 'I had hydrangeas at my wedding'. I love that."

Poppie never sets up shots or makes things happen. There's magic in the lack of formal structure. "I just go for a walk and take my camera. If it works, it works. I can't buy flowers and set it up. The beauty is lost." Poppie's work can be found in beach houses, hotels, restaurants and many more places, and future plans include a trip to California with her daughter, partner and camera. "I'll go to different places, photograph whatever I'm drawn to and find my inspiration." 