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IMAGE BY TAMARA LACKEY



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James Baigrie's images are simply scrumptious, but that's not all it takes to succeed in commercial photography. You have to keep actively going after the work you really want. "The driving force behind [my] business is me," says Baigrie.

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ON THE COVER: Commercial and travel photographer James Baigrie captured this image for the cover of the 2008 book, "Kids in the Holiday Kitchen" (Chronicle). He photographed it in natural light at about f/8 for 1/4 second, as he recalls, using a Phase One medium-format digital camera back. "We tried the gingerbread men in all sorts of ways, but eventually decided that shooting them from above best illustrated their individual personalities," Baigrie says.

Cover image retouched by Jim DiVitale,
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