

New Mexico Business Spotlight



Consuelo Pineda Photography

By: Joy Gutierrez

Photography By: Consuelo Pineda Photography

New Mexico has some fine photographers. A good quality photographer must be able to capture that true moment in time, something that will make you remember that specific moment for a lifetime. As these moments can sometimes be captured by anyone, but a true and professional photographer can not only capture the artistic background but also the true emotion of the individuals being photographed. With all the great photographers in New Mexico, photography is an art form similar to painting, poetry, music or dance. In order to keep this art alive and well, it is the new generation that will capture those artistic backdrops, or moments in time. I have been working with one of New Mexico's newest and highly recommended photographers, Consuelo Pineda. Consuelo is really starting to grow by showcasing the fine quality of photography. The New Mexico Event & Wedding Planner Magazine 2007 Bridal Issue Cover was photographed by Consuelo that we had the honor of using and received a great response to. Consuelo has grown not just artistically but now has her own retail location to meet her clients. I am very pleased to be able to have met her and to be able to inform our reader base about Consuelo and her artistic craft of photography.



NMEWP: Where are you located?

CPP: 3907 Central NE, Albuquerque, NM 87108

NMEWP: What are your hours of operation?

CPP: By appointment only

NMEWP: When did you open your new location?

CPP: June 14th, 2008

NMEWP: Contact information?

CPP: Phone 505-255-0449 office, 505-690-1520 cell, website www.consuelopineda.com, and email is consueloelisa@gmail.com

NMEWP: How did you get started in photography?

CPP: As a child I photographed the animals on our land, the geese, horses and geese, and also all the landscapes and such. I took free classes for youth in the area. My aunt gave me my first professional camera because I had an interest in photography. When I was old enough I got my workers permit and joined the "Teen Page" at the Santa Fe New Mexican newspaper and was there for about 6 years where I learned the photo-journalistic ropes – this was all from taking images, to processing the negatives, and scanning them into the system and editing them with photography programs. Back in those days everything was film that I photographed with. Since then photography was my life and I see it as always being a part of me.

NMEWP: How long have you been in the photography business?

CPP: 16 years working in photography with 6 of the years my own business.



NMEWP: What services do you provide?

CPP: I provide a broad amount of photography services ranging from Weddings, Portraits (Family, Individual, Children, Baby, Maternity, Senior, Pet,), and Headshots to also Event, Sports and Fine Art.

NMEWP: Do you provide photography for other event such as maternity, baby, graduates, first holy communions, baptisms, families and pets?

CPP: Yes I love to photograph any aspect of life and capture the essence of the moment that one will cherish forever.

NMEWP: What do you do special for weddings?

CPP: I believe I am a unique individual that captures weddings in a very artistic way. Not only is photography a very technical field, but also very emotional and artistic. I capture the day as if someone were to see the images they would feel like they were in the moment with the bride and groom. I see the couple as a client and not just another "customer." Creating a masterpiece for the Bride and Groom is my primary focus and doing so in a way that is unobtrusive, and rather in a very gentle and loving way.

NMEWP: Do you provide consultations?

CPP: Yes, I will meet with the bride and groom in two consultations before their wedding. First an initial consultation, and then one more two weeks before the wedding because usually there are changes and by that time all the loose ends are tied up and

agendas are finalized. I believe it also gives the bride and groom an opportunity to get comfortable with myself and to know I will be there for them on their special day.

NMEWP: Do you provide engagement sittings?

CPP: I do provide engagement sittings.

NMEWP: Do you provide bridal photo shoots?

CPP: I have the bridal photo session on the wedding day in a special allotted time. If a bride would like to have a separate photo session I would be more than happy to have a photo session with her either in the studio or on location.

NMEWP: How do I purchase my photos?

CPP: Photos can be purchased online as well as through our studio. You can also purchase wall canvases, and albums. We help you with the whole process and make it most enjoyable and affordable. We also design and create albums.

NMEWP: Can I obtain electronic photos?

CPP: Yes

NMEWP: How do I re-order photos?

CPP: All clients that would like to re-order photos can either call or email us.

NMEWP: Can I go to a website for my out of town family to view the photos for purchase?

CPP: Online viewing is offered with our services, so anyone that has access to the internet can view the pictures online. This is so valuable to family and friends out of town and also convenient for the busy person that can view the images on their schedule.

NMEWP: How long do you keep the files for me to re-order at a later time?

CPP: After the online viewing has expired we archive the files for many years.

NMEWP: Do you have any recommendations?

CPP: It's best to book a year to 6 months in advance to assure I am available to photograph your special day. There is a good representation of my work online, but I also recommend that if you would like to come by the studio to see the work in person as well as to see samples of our albums and 20x30 wall portraits, and also giving you the opportunity for us to meet and talk about any questions you have on your special day.

