

Elaine Lim

Job title; Background in business and education

Currently: Photographer and Studio Director of White Room Studio

Before:

Photographer and Production Manager in Sydney -
Jeremy Byrnes Photography

Production Manager at Art Photography Gallery in Sydney -
Robert McGrath Photographic Exhibitors

Education:

1998-2001: Bachelor of Science, Computer Science
University of New South Wales, NSW Australia

2003-2005: Bachelor of Arts, Photography
Royal Melbourne Institute of Technology, VIC Australia

Why did you choose your current job?

I bought a Film SLR camera in 2000 to go backpacking in Japan during the Sydney Olympic school holidays. Since then, I became obsessed with photography!

Setting up White Room Studio with my brother Dan Yeo is a dream come true. Working in photography which is my passion drives me to give 100% of myself into creating beautiful photos for my clients. I love pets and children, I love celebration, and most importantly, I love knowing that I've made a beautiful moment in someone's life, timeless in the form of imagery.

4. What do you remember the most happily from your childhood?

My happiest childhood memories has to be the twice-a-year affair of taking the 2.5-hour boat ride from Changi Jetty into the rural rivers of Johor, Malaysia, back to my mother's rubber plantation hometown. It's a place of freedom and adventure for kids, where electricity comes from a small generator, and bath time means play-time at a stream in the woods. I am very lucky as a Singaporean living the city life, to have experienced the rural space as a child.

5. What is your hobby? What do you enjoy on weekends or your free time?

My hobby is my profession! I love to take the camera and go hiking, and wait for the best light during sunset and shoot beautiful landscape photos. My camera has followed me to the highest points of Switzerland, New Zealand, Sabah, Japan, and the high mountains of Norway. I believe reaching a destination on your own two feet makes a difference to the photographs you take.

Scuba diving and rock climbing are also my favorite past-times. For a quiet weekend, I would cook and invite friends over for dinner. When I have an hour to myself, I love to play classical music on the piano for my own enjoyment.

6. Where is your most favorite place in Singapore? Why do you like that place?

My favorite place in Singapore are the beaches at Sentosa. Sometimes at the end of a stressful day at work, I like to go there and do night swimming. The warm night sea feels really nice!

7. What do you endeavor the most on a day-to-day basis either in business or personal life?

In business, I always endeavour to be 'family' to my clients. At White Room Studio, my brother Dan and myself spent a lot of time listening to

Room Studio, my brother Dan and myself spent a lot of time listening to the needs of our clients, and interacting with them so that we capture the true and most natural side of them. It makes shooting a very personal experience for us, which is very important to keep our passion in this business! I believe our clients appreciate our approach and style, and many became personal friends!

In my personal life, no matter how busy I am at work at White Room Studio, I will always remember to tell my mum how much I love and appreciate her. Whether as a child, a naughty teenager, and now as a photography studio owner, my mother's unconditional love and support has played a huge role in my life. From making ginseng tea and bento for work, and cooking a nice dinner at home for the whole family, helping me when I am indecisive, she does everything in her capability and more without ever asking for anything in return. Thus, it is very important to let my mum know how thankful I am.

8. What is your personal motto you live by?

Do what makes you Happy! Don't think too much, Have Fun!