



Jason Varney was introduced to photography at an early age through his father, a commercial photo lab owner and product photographer, but it was not until high school that he was exposed to photography as an art form. When looking at schools Drexel University quickly became a top choice for the combination of its encouragement in the exploration of photography as fine art, emphasis on photo history, and technical education of the medium's tools.

At Drexel Jason refined his craft and began to develop his style. Through the co-op program he was able to work as a freelance assistant in New York City, where the on-set experience helped him understand how editorial and advertising assignments were conceived and come to fruition.

Having started his business in Philadelphia, Jason has spent the past few years working hard, quickly becoming one of the region's top editorial and assignment photographers. His work specializes in food, travel and lifestyle shooting for some of the nation's top publications. He is a regular contributor to *Philadelphia Magazine*, for whom he has shot several covers and features, and his

work has appeared nationally in *GQ*, *Food & Wine*, *Travel & Leisure*, *Country Living*, *Town & Country*, and *Outside's Go Magazine* all in the past year. Furthermore, *Photo District News* and *Photoserve* have recognized his work.

A full time shooter, part time foodie, and lover of travel, Jason has been able to combine his interests. Jason says, "I think people respond so well to my images because of my use of natural light and my ability to convey a mood and atmosphere of which people want to be a part. I have a responsibility to the chef to make the viewer want to eat. At the end of the day if I can say 'I'd eat that!' I think I've done my job."

For more info on Jason and his work visit his website at [varneyphoto.com](http://varneyphoto.com).





[www.drexel.edu/westphal/academics/undergraduate/photo](http://www.drexel.edu/westphal/academics/undergraduate/photo)

Zoey Sless-Kitain, Photo Director of Philadelphia Magazine says, "The main characteristic that defines Jason's style is his use of natural light. No matter how many years we've been working with him, we still find ourselves asking him if he has used lights because the light he captures is so gorgeous. Jason's passion for his work can be seen and heard through every step of the assignment process and he thrives on creating the best way to photograph the image, continuing until he finds the perfect shot."<sup>1</sup>



All photographs by  
Jason Varney

1. (2009). *Zoey Sless-Kitain of Philadelphia Magazine recommends Jason Varney*. Photo District News. Retrieved May 1, 2009, from [http://www.pdnonline.com/pdn/content\\_display/photoserve/editors-choice/e3ieda4f2f47125746dd6011885180f1f59](http://www.pdnonline.com/pdn/content_display/photoserve/editors-choice/e3ieda4f2f47125746dd6011885180f1f59)

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