

Fundy Software Founder Andrew “Fundy” Funderburg Embarks on European Journey to Film Documentary Preserving Historic Family Memories/Photographs

Company partners with Sony Alpha Series product line to help inspire “art of storytelling and power of print”

Portland, OR—July 13th, 2016- [Fundy Software](#), creator of Fundy Designer, the only template-free, full suite of design solutions for the professional photographer, today announced that founder Andrew “Fundy” Funderburg will travel to Paris this week to film a special documentary tracing the power of print back to a photo taken of his great-great uncle during World War I in France. He’ll take a photo at Photographie d’Art Ernest, the same studio where his uncle posed for the picture that “Fundy” has kept and been able to memorialize a relative that he never was able to meet in person. Among a full itinerary of activities during his visit, Fundy will participate in a “power of print storytelling” workshop conducted by [Scott Robert Lim](#), an international award-winning master photographer, Sony Artisan and certified educator. Photographer Ben Hartley will film the entire experience and provide daily clips and the final documentary. [CreativeLive](#) will also share video clips on their social media pages.

“Fundy’s project fits well with our focus on spreading the word regarding the resurgence of print,” said Kayla Lindquist, Director of Sony Artisans of Imagery Program. “His emphasis on storytelling is a creative and different approach to leveraging the power of print. We’re really looking forward to viewing the final product.”

“Fundy’s” passion for telling and preserving family memories using the power of print started nearly a decade ago. After developing their flagship product Fundy Album Builder and using it for the first time to create one of his first print wedding albums, he’ll never forget what happened when the bride handed the book to her grandmother, who had recently become a widow. “When the grandmother saw the picture of her husband, she touched the print,” said Fundy. “You could tell it brought her closer to him, if only for a moment. That’s when I realized the importance of print -- for clients and their families - - helping to ensure a legacy for their children, grandchildren and generations to come.”

“Fundy” says every moment he spends with family and every time he picks up a camera reminds him of the importance of print. “In order to bring the importance of this photo full circle for my family and our photographic community, I’ll be recreating this portrait in the actual studio where the original was taken (yes, it is still in business).”

Scott Robert Lim’s highly popular [CreativeLive workshops](#) are viewed by hundreds of thousands, are top ranked and have contributed to his worldwide popularity. “Fundy and I share the same passion for the art of storytelling through print, whether traditional or Polaroid. It’s exciting for us to be able to join together and riff on this resurging trend for the benefit of our workshop participants.”

Professional photographers, enthusiasts and history buffs are encouraged to follow “Fundy” on the company’s [Instagram feed](#) and [Facebook page](#). He’ll be shooting with a Sony a7 camera, and several other cameras in the α (alpha) series line of products will also be used to produce the documentary.

Sony's α Interchangeable-Lens Cameras include:

- α 7R II with back-illuminated full-frame image sensor
- α 7S II E-mount Camera with Full-Frame Sensor
- α 7 II E-mount Camera with Full-Frame Sensor
- α 7R E-mount Camera with Full-Frame Sensor
- α 7S E-mount Camera with Full-Frame Sensor
- α 7 E-mount Camera with Full-Frame Sensor

For more information, visit <http://www.sony.com/electronics/interchangeable-lens-camera-products/t/interchangeable-lens-cameras>

Scott Robert Lim

Scott Robert Lim is an international award winning, master photographer, Sony Artisan and certified educator with over 70 international major awards to his name including; 2009 Kodak Award, Top 10 Most Influential in the Industry by Shutter Magazine, Top 50 most influential wedding industry leaders- CosmoBride and recently published as one of 10 World's Best Wedding Photographers. His highly popular Creative Live workshops viewed by hundreds of thousands, are top ranked and has contributed to his worldwide popularity. He is an author, inventor, mentor and life coach to hundreds of photographers worldwide. Scott's images have been published in international books and magazines viewed by millions. He is a popular international speaker with an upbeat, charismatic and inspirational style.

About Fundy Software

Founded in 2008, Portland, Oregon-based Fundy Software is the creator of Fundy Designer, a professional suite for professional photographers. It's the only template free solution available that provides photographers the creative freedom to design, sell, proof and print, all in one application. Fundy Designer enables photographers to express their artistic vision within a fast, fun and powerful ecosystem. Visit www.fundydesigner.com

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