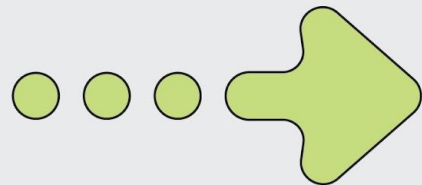
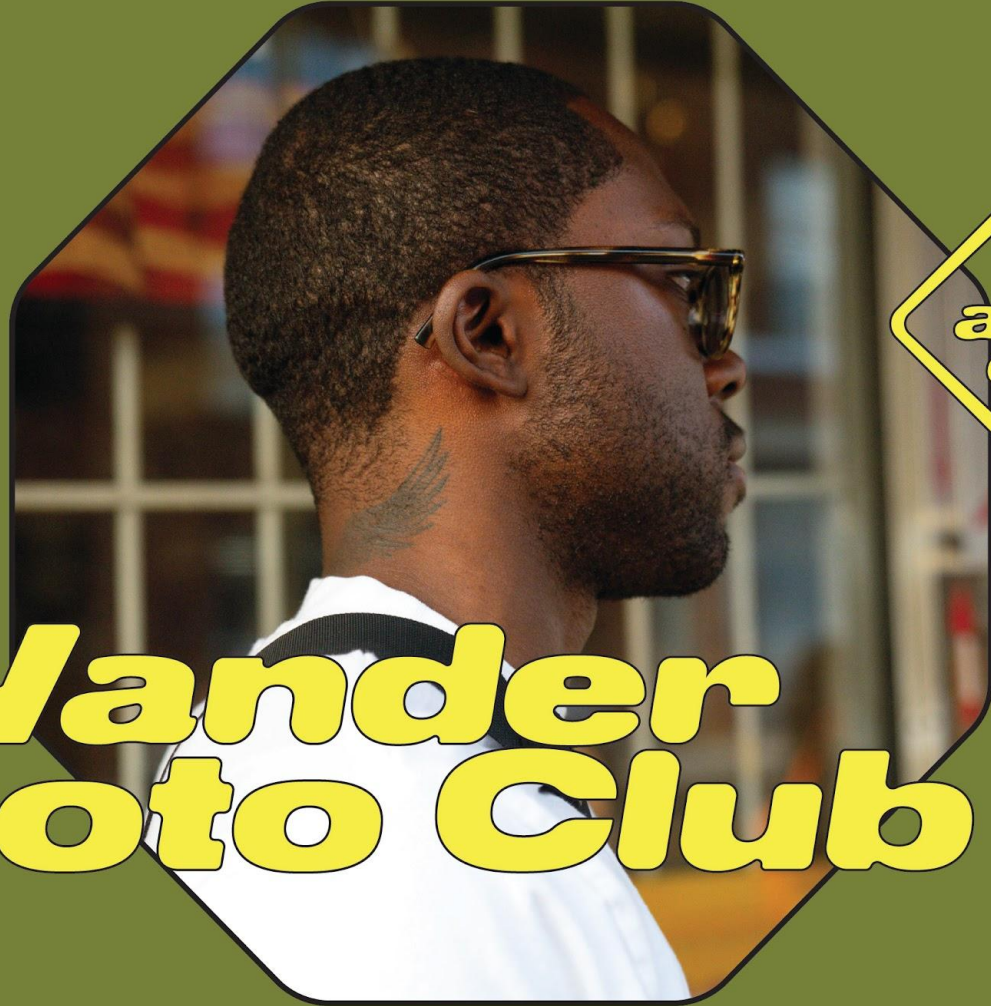




go
wander!



Wander Photo Club
Photo Wanders



 **Wander
Photo Club**

...➔

The Wander Photo Club

A gathering of creative souls stemming from Atlanta, Georgia all meandering the path of creativity. Though we occupy different roles along the path, we use photography as a means to gather and connect.







Why we say “Wander”

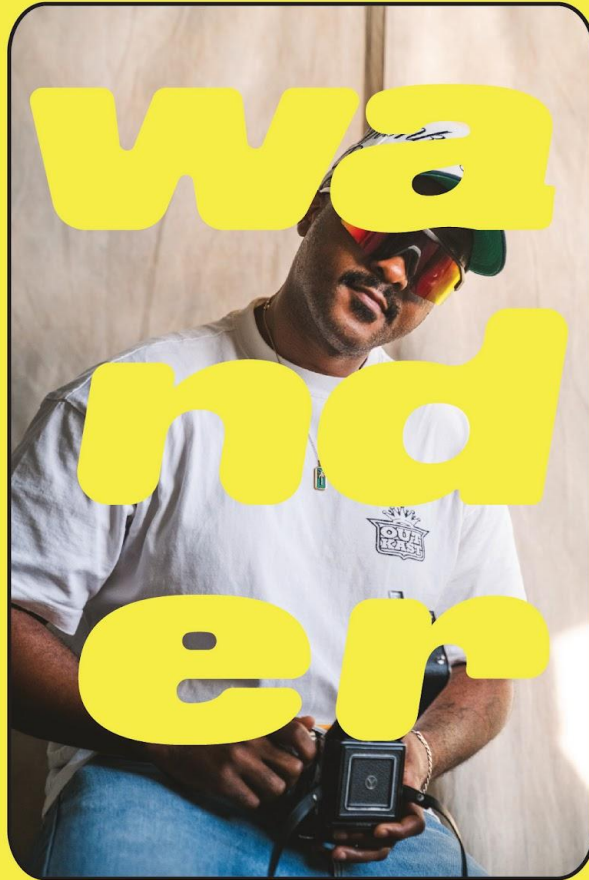
We call ourselves *Wanderers* because the creative path today isn't clear-cut. In a world where everyone is expected to be creative, the in-between space we occupy is harder to define. Being an artist is one thing. Being non-creative is another. But being a professional creative today means navigating shifting job titles, expectations, and tools without a rulebook.

So we wander. Not aimlessly, but together. That's why we call our photo walks “wanders”. When we walk and create in community, we learn how others are navigating, and we remember we're not lost.

We're just on a different kind of path.





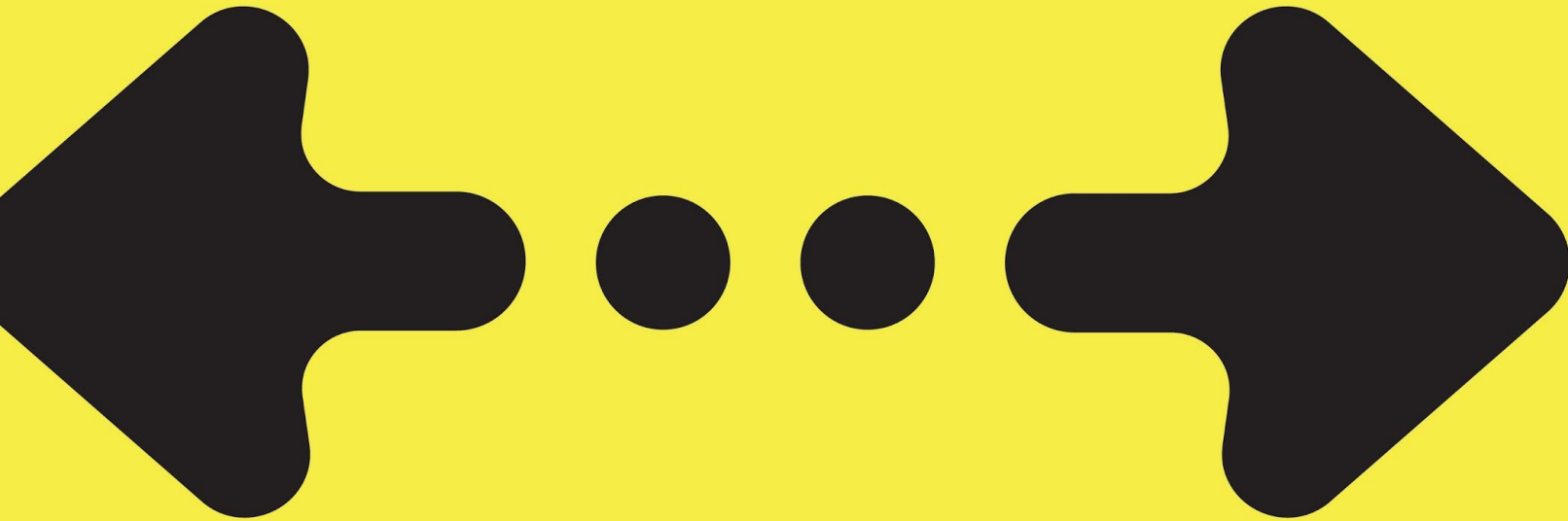




**creatives
need
connection
to other creatives**

A man with a beard and glasses, wearing a black jacket with a fur-lined hood and a pattern of white circles, stands in a city street. The background shows a building with windows and a utility pole covered in graffiti. Other people are visible in the background, including a man in a green shirt and a man in a black shirt. Large, bold, black text with a yellow outline is overlaid on the image, reading "Cities need connection to their creatives".

**Cities need
connection
to their creatives**



Data shows that arts participation increases social group involvement, decreases loneliness, and builds emotional support networks.

And cities with active creative networks have stronger civic identity, economic vitality, and neighborhood resilience. Creative placemaking and cultural assets contribute to quality of life and social cohesion.

Photo Wanders

Photo Wanders are our community's primary form of gathering and expression. These wanders are rooted in curiosity and discovery, helping us find and visually communicate the dignity of the overlooked, the beauty of the everyday, and the poetry of place.

Each photo wander is designed as a low-barrier, open-format gathering. Participants meet at a designated location, introduce themselves to their favorite wanderers, what gear they're using, and then walk a loosely planned route together for about 60-90 minutes. Along the way, we can stop into local businesses, meet other locals, or just silently observe and shoot.





Connected Community

After each photo wander, new participants are invited into our private Discord. Our ongoing space for connection, reflection, and creative exchange.

It's where we:

- Share work from the latest walks
- Talk gear and creative techniques
- Spotlight inspiration from inside and outside the group
- Offer real-time advice and support
- Stay tapped into local events and spontaneous creative opportunities

This is more than a chatroom. It's our digital trail where relationships deepen, projects emerge, and wandering never really stops.



Studio Hangs

Our version of a creative mixer

- Gather at a local Atlanta studio
- Food, drinks, connection, experimentation
- Gear demos, lighting play, optional headshots
- Designed for street photographers to explore studio environments

Pop-Up Galleries

Low-barrier exhibitions for our community

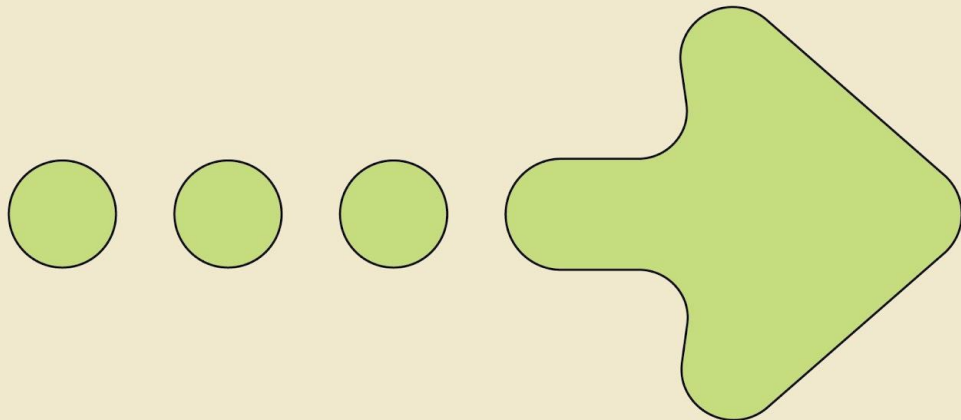
- Lo-fi photo shows in neighborhood spaces
- Community members print, hang, and sell their work
- First-time “gallery” exposure for many participants
- Hosted in cultural hotspots across the city

The city, printed.

- Community-made zines from our photo walks
- Collaborative curation and local printing
- Sold at events, partner businesses, and online
- A tangible artifact of Atlanta’s creative perspective

Zine Making

 **Beyond the walk**



Impact over Reach

Our wanderers aren't influencers. They're architects, strategists, creative directors, and photographers. Practitioners at the forefront of their fields. Collectively, they reach thousands on Instagram alone. But more importantly, they reach the right people: curious, creatively ambitious audiences who are paying close attention.

Their posts don't just look cool. They spark curiosity. They point others toward what matters, what's overlooked, what deserves to be seen. When wanderers share images from a neighborhood, it doesn't just raise visibility, it invites creative community into that place. It makes it feel vivid, connected, and full of possibility.

Hosting or supporting a Wander means tapping into a slow but powerful form of influence. One that shapes how creatives see, where they show up, and what they choose to care about next.

Host a wander!

Invite Atlanta's most creative eyes to explore your space. Hosting a Photo Wander is a chance to bring thoughtful, talented image-makers into your neighborhood or business. Our community of photographers, designers, and storytellers walk your area with cameras in hand, capturing what makes it unique—from architecture and light to textures, faces, and hidden gems.

You don't need to stage anything. Just open the doors, share your story, and let the wanderers interpret your space through their lens. What you get in return is not just beautiful documentation, but deeper visibility, neighborhood pride, and creative word-of-mouth that spreads organically.





Power a wander!

Help us keep Photo Wanders free and accessible by contributing resources—whether it's film, gear, refreshments, or a space to gather. Sponsors can be featured in event recaps, tagged across all participant posts, and highlighted as a key supporter of Atlanta's creative future.

Ways to power a walk:

- Provide demo cameras, gear, or rolls of film
- Showcase a new product or initiative
- Be tagged in a "Sponsored by ___" series across our social posts
- Sponsor a custom badge or printed artifact
- Co-host a recap or post-walk gallery

Wanderers don't post just for reach. They post to inspire. Their content sparks curiosity and elevates local stories. As a sponsor, you're backing that spark.

**wander
well**

