

Mike Reeds' name is still synonymous with Film and Video Post Production, having worked as a TV commercial editor for well over 45 years, running one of the most successful and renowned post houses. Many awards were gained in editing and the F.A.C.T.S Hall of fame , "The Most Creative Contribution" twice by the Melbourne Art Directors club and MADC Life Membership. Also gained the ASE accreditation as an Australian Screen Editor.

But when not chasing horrendous deadlines, he was out capturing the world around him, by grain and (now pixel) during the short infrequent breaks in the torrent of brain numbing schedules. Now retired, photography is number one priority for his expression and creativity. Storytelling has been paramount in all his commercial life, then in minutes and seconds, but now single frames. Mike always seeks the humour or odd twist and from "outside the square" seeking and trawling for the quirky, double meaning, juxtaposed oddities of life around him. He travels widely, but always includes the back streets, the low roads and uncommon grounds. Mike has been rigorously exploring, producing and exhibiting his work for nearly a decade. He shoots and exhibits with AASPI, MAP (Many Australian Photographers) and the Image Chasers. His book from his earlier solo exhibition at the Colour Factory on "Shrouds " explores the 'rebirth' and the covered car and is in the National Library Canberra as his other book which recorded in Perth, a photo essay based on Gina Reinhart's Doggerel called "Our Future". In 2020 he has finished two books "3000 Streets" funny stuff from the streets over the years and " Interrobang" Both featured in his solo exhibition at 45downstairs gallery "ROADWORKS AHEAD" graphical studies of roads is a current solo show Watch out for 3 more book titles in 2022

Recently he has been selected a landscape finalist in CLIP awards in Perth and last year Most Humour Award at CCP and again same in 2013 Last September his work was selected by the Editor of "Life Framers" in their 'Street Life' theme, with editor commenting on the *'humorous visual narrative that Mike conjures through sharp timing and a clean composition'*