



The first Level.Up Exhibition in Stellenbosch was the inspiration for the formation of the Ignite Club.

Ignite Photographic Club

A virtual photographic collaboration

The birth of the Ignite Photographic Club (IPC) was pre-empted by the success of the **Level.Up exhibition** in Stellenbosch at the beginning of 2022 (see image above). Level.Up was an initiative Lynne Kruger-Haye started for members of Tygerberg Photographic Society, which was broadened to include members of other Western Cape clubs. The idea was to focus on the individual creative journey of every member as they worked towards producing a body of work, which culminated in the exhibition.

This project showcased a need unmet by clubs, which prompted the idea of forming a club that meets this need, explains Lynne, the founder and first chairperson. She describes it as a creative endeavour where they demand technical excellence, along with the firm push towards producing a Body of Work that showcases the member's individual message or story.

Interest was expressed by people from across the country and it was decided that it would be a virtual club. When the club was officially launched on July 1, 2022, it already had 40 active members. Read more [*here*](#).

Within a few months club membership grew to 50 with members residing across the Western Cape, in the Eastern



Some of the club members met each other in person at the 2022 PSSA Greyton Congress.



Visitors from Western Cape clubs at the opening of the 2023 Body of Work exhibition.

Cape, Gauteng and abroad. They meet online twice a month for image reviews (competition meetings) as well as skills development meetings.

The club has several unique features: it is a virtual-only club that offers accountability partners to those who are keen to be supported by a club member, they reach out online to members in other countries, and offer an Image Review session instead of the traditional club competition to give members the opportunity for balanced peer review. Images that are submitted for review are exclusive for Ignite and the same image may not be entered at another club.

Ignite club's first year was celebrated with a major exhibition of the Body of Work produced by members during the year in August 2023. It was opened on 12 August 2023 at the PJ Olivier Art Centre in Stellenbosch and the event was attended by photographers from clubs across the Western Cape.

A council of five members run the club: Lynne Kruger-Haye (founder, chairperson and education), Ohna Nel (secretary), Gary Scholtz (treasurer), Erwin Kruger-Haye (competitions) and Ockert Vermeulen (marketing).



Lynne Kruger-Haye is a former chairperson of the Western Cape Photographic Forum (WCPF), a platform where clubs from the region discuss their achievements and concerns, as well as Ignite Photographic Club. She was elected the second WCPF chair in 2022. Lynne is known for her infectious passion and enthusiasm for all things photographic – especially her portraiture workshops. She is a qualified educator who proved her mettle in the tough environment of a national logistics company before becoming an entrepreneur who launched and ran a successful interior design company. After she discovered photography, Lynne immersed herself in all related aspects: winning medals with her evocative composite images; gaining APSSA Honours; taking Tygerberg Photographic Society to new heights during her term as chairperson (inter alia winning Interclub twice in a row); setting up a website for the WCPF; being an invaluable member of the JAP course admin team that presented the two-year Western Cape judging training course in 2021-22; and forming a new club.

Read more about Ignite on their website [*here*](#).