



COMPANY PROFILE
YZHENSIANG PHOTOGRAPHY

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Who We Are

WE PRESENT BUSINESSES THROUGH THE ART OF PHOTOGRAPHY

We are Malaysia professional commercial photographer based in Penang.

Finding the right photographer who can deliver your unique vision in today's creative landscape can be a daunting task. Not only do you need someone with refined technical skill and experience but also an individual who truly understands art. It is important to partner with a team that promotes inspiration, timely communication, and attention to detail in ensuring that your project reaches its utmost potential in creating genuine connections through the art of photography.

We can't wait to bring art into your next project. Meet [Yzhensiang Photography](#).



Yang Zhen Siang

Chief Photographer, Founder

“Photography starts with the making of picture, and it is then, when time is added, that the real alchemy begins.”

Yang Zhen Siang is a commercial photographer specialising in architecture, food and product photography. He helps businesses to present themselves through the art of photography, crafting visually appealing and outstanding images that sell. He believes that in today's creative landscape, photography is no longer just about visuals. It's about the visual experience and emotion that creates genuine connections and incorporating art into photography is the way forward. His unique image style that evokes powerful moods, showcases lifestyle and sells products has been the main pillar setting him apart from other photographers.

Photography is now both his profession and passion. Yang's first encounter with a camera dated back when he was a kid. Since then, he has been determined in building the skillsets necessary to express his art. He has shot commercial assignments since 2015, and been a full-time professional since 2019. He was a Finance Analyst by training. He graduated from Tar University College with First Class Honours in Bachelor of Finance & Investments in year 2016 and subsequently left his corporate career in a Multinational Corporation because it simply wasn't what he wanted to do. Putting his business knowledge, creative experience and attention to details into use, Yang is there to assist his clients from branding, budgeting, creative directions, production and post-production of specialised commercial projects. He is able to comfortably and seamlessly work with different briefs and custom narratives to craft the highest quality imagery for his clients.

When Yang is not working on his commercial projects, he spends his time learning about design and architecture as he finds deep connections with the work that he does. To him, architecture is special and it is something that explains a lot about the design of a culture and a way of life that is non-existent at the current moment yet powerful enough to potentially impact the lives of people. He also dedicates his time planning and photographing photo series of his hometown George Town, Penang as his passion project.

Our Approach

OUR APPROACH TOWARDS PHOTOGRAPHY

YZHENSIANG PHOTOGRAPHY thrives on providing a high quality commercial photography through a bespoke approach that delivers unique and outstanding results for everything from architectural to product and food photography.

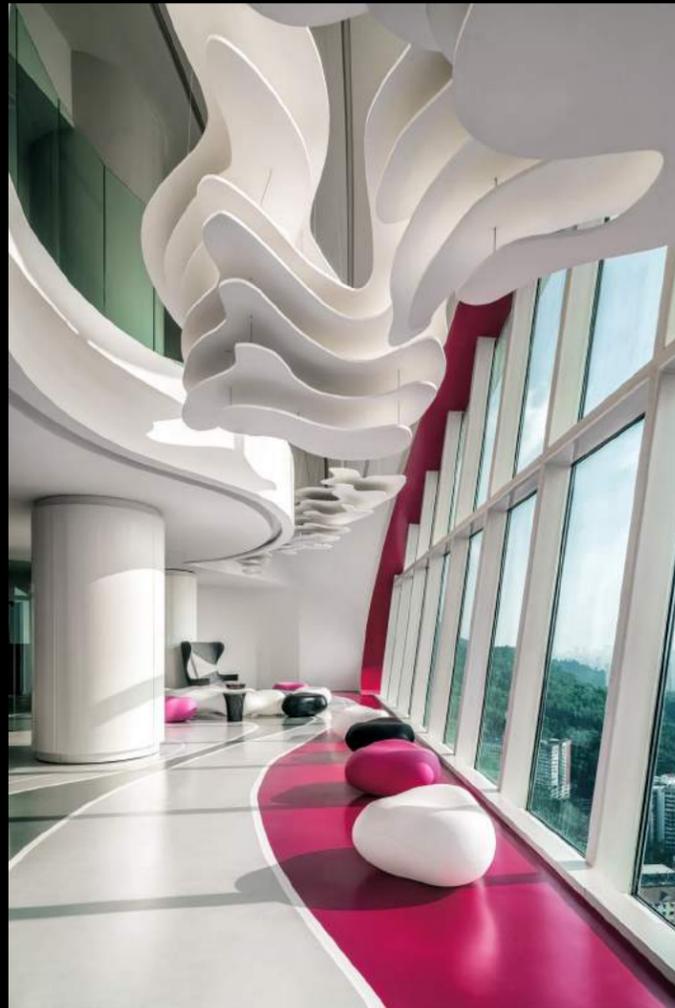
Our success is rooted in crafting high quality imagery under distinct and custom narratives for every project.

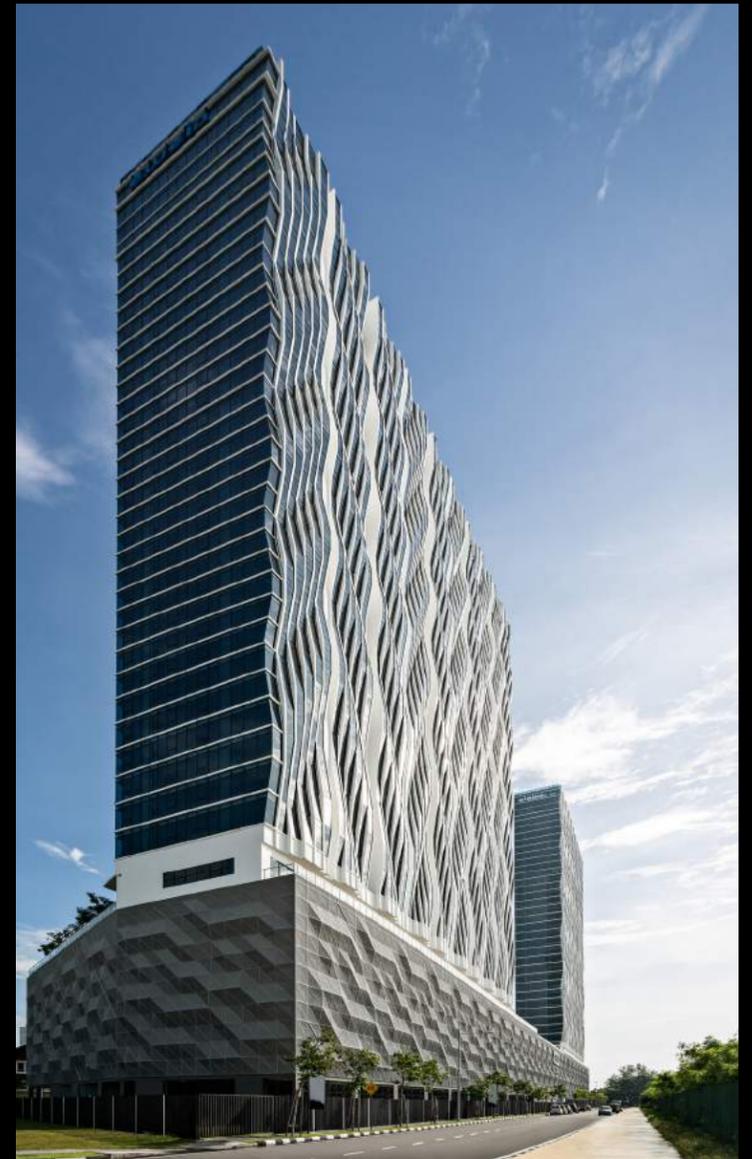


*Architecture
Photography*

We photograph the art of Architecture.

Interior Photography





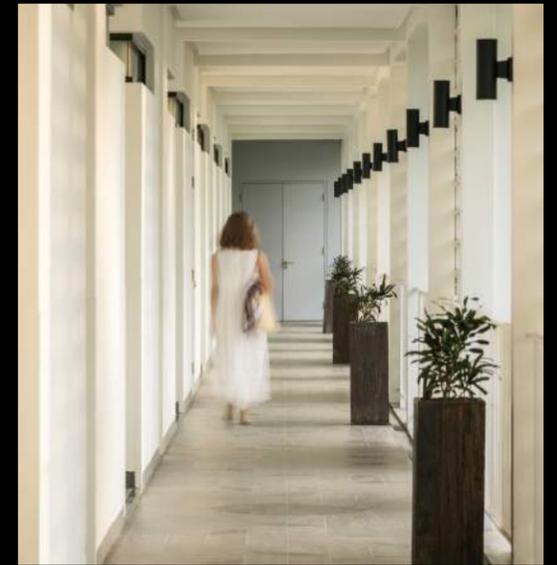
Exterior
Photography



An aerial photograph of a modern residential development. The main building is a long, multi-story structure with a prominent green roof and a grid-like facade. It is surrounded by landscaped grounds with trees and walkways. To the right, there are two swimming pools, one of which is a long, narrow pool. The development is situated near a body of water, with a rocky shoreline. In the background, there are other buildings and a road with a 'NO PARKING' sign. The text 'Selected Projects' is overlaid in a white, cursive font on the right side of the image.

Selected Projects

Hospitality Lone Pine Hotel



Commercial Gurney Food Hall



Residential Penthouse

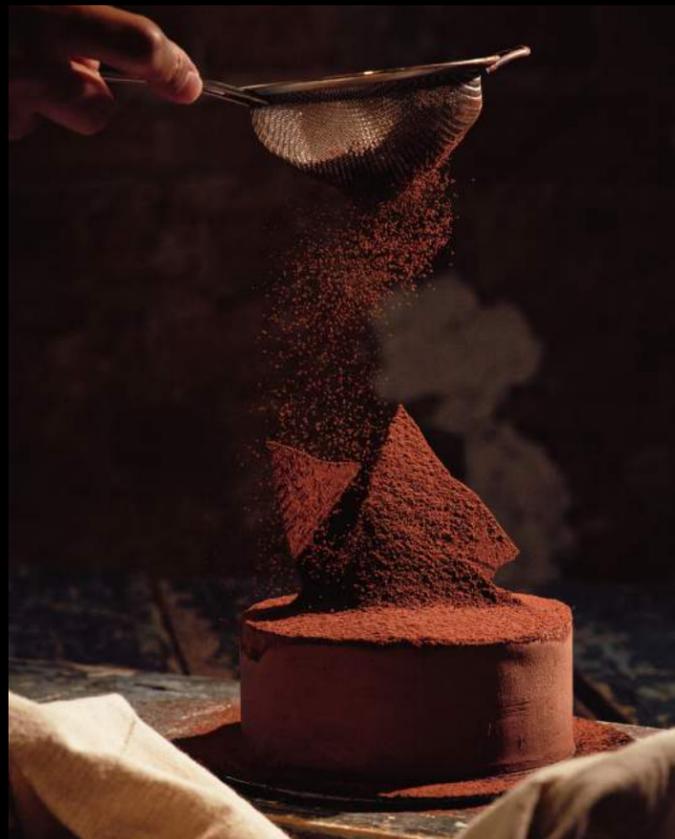


Food and Beverage Photography

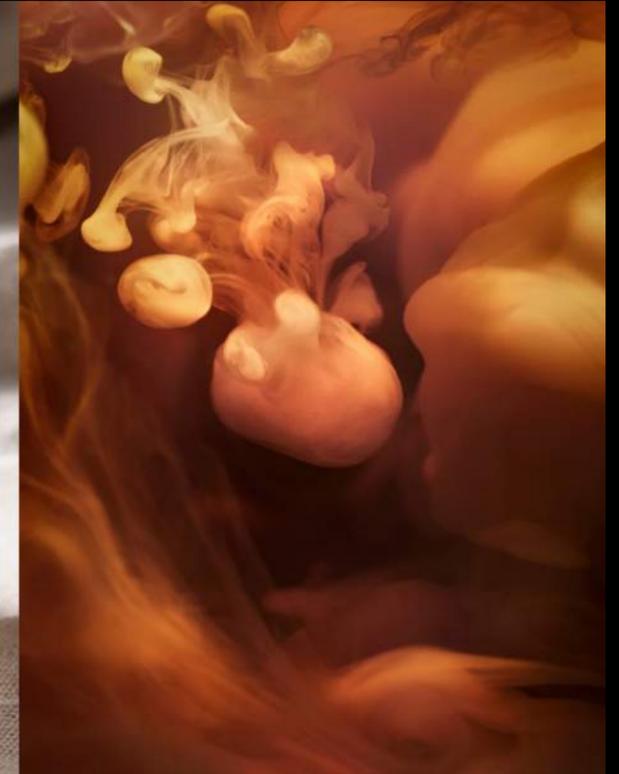


We photograph the art of Food
and Beverages.

Food Photography



Beverage Photography



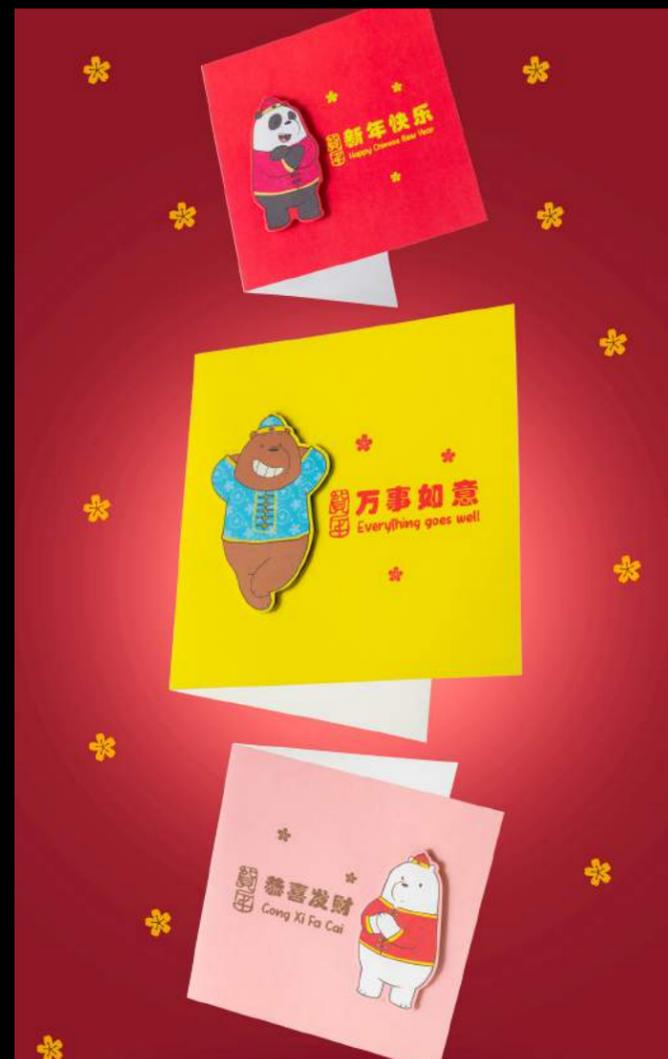


Product and Advertising Photography

We photograph the art of product.

HUGO BOSS

Product Photography



Commercial Portraits



Industrial Photography



Personal Projects



First Light of Penang



Penang Hill Houses



Behind the
Scenes





Contact

YZHENSIANG PHOTOGRAPHY

W: www.yzhensiang.com

E: yzhensiang@gmail.com

T: +6016 454 8740

ZHENSPACE STUDIO

W: www.zhenspace.com

E: zhenspacestudio@gmail.com

T: +6016 454 8740
