DIVE 2013

Halls 9.10
NEC Birmingham
Sunday 27 October
www.diveshows.co.uk

“Twice a year the diving world gears up for two highlights of the sport's calendar - the London International Dive Show (LIDS) at ExCeL, and the Birmingham Dive Show (DIVE) at the NEC.

Organised for more than 20 years by DIVER, Britain's best-selling diving magazine, each event attracts hundreds of exhibitors offering the latest diving holidays, training courses, and dive gear - on display and to buy - and is visited by thousands of experienced and aspiring divers from the UK, Europe and beyond.

The Dive Shows also deliver an unrivaled programme of free presentations from the world's top diving speakers. And this is combined with popular in-hall features such as the Try Dive Pool, Rebreather Pool, PhotoZone, and New Product Showcase, plus themed Travel and Dive-Training areas.”[1]

This pamphlet was produced by Suzy Walker-Toye for Assignment 5 of The Art Of Photography
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References & Links.

[1] Text from the dive show website: http://www.diveshows.co.uk/

[2] Text from the following article:
http://www.divernet.com/home_diving_news/2012100/montys_diving_land_rover_hits_the_road.html

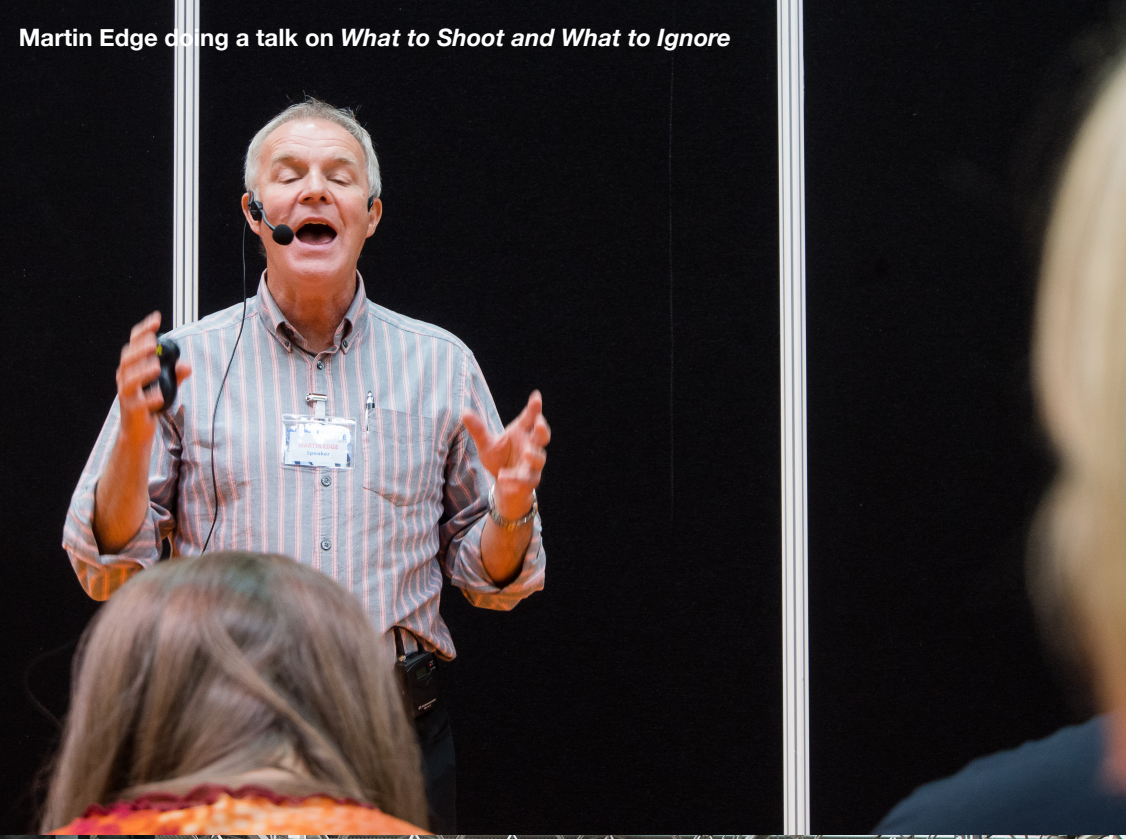
[3] Text from the following article:
http://www.divernet.com/home_diving_news/2081746/big_gear_brands_abound_at_dive_2013.html

The Dive 2013 logo on the cover is also from [1]

Blast from the past – This is what they wore in the old days!

There is always a great atmosphere at the dive show, for me personally, my reasons for going to the show have changed over the years. I've been diving for ten years now and at first the dive show was a great way to gather inspiration & leaflets on all the many diving holiday choices to be had. Now, it's all about seeing my friends, catching up with acquaintances, seeing some of the talks (or supporting my friends if they are speaking) and of course buying gear, often with great discounts! This year I got myself a whole bunch of clips, a strobe (an underwater flash gun) and some ideas on how to DIY the rest of the gear I need for my next trip.

Alex, Eleo and Peter



Martin Edge doing a talk on *What to Shoot and What to Ignore*

Martin Edge & Alex Mustard doing a talk on *What to Shoot and What to Ignore*

Apart from all the consumerism with gear and holidays there is also an altruistic side to the show. There are many charities of all types for both people in the diving community and for wildlife preservation for example scuba trust caters to raising awareness of many benefits for scuba diving for disabled people and both bite back & shark savers campaign for shark & ocean wildlife preservation. I'm sure there are many others too.

There is not a great deal to do for children at the dive show but it was nice to see this family in the smaller try pool testing out the gear and hand signals with their young son.The mother is giving the lets dive down under the water sign (the thumbs down) and the father is giving the is something wrong sign (flat hand rocking side to side). A few moments later they all submerged.

"The new CENTRE STAGE is conveniently located close to the PHOTOZONE, and it's where you'll find a rolling programme of image-based presentations designed to entertain, inform and, we hope, add to the armory of all you underwater photographers and videographers out there." *[1]*

It used to be that all the talks would be in satellite rooms off the main hall (and there still are some) but due to popular demand there are now two main stages within the hall itself. The Centre Stage and the Diver Stage.

Paul (Duxy) Duxfield giving his *Multimedia Mayhem: Shooting Stills Plus Video* talk on the centre stage

Alex Mustard at Dive 2013

Monty Halls special "Dive Centre" Land Rover

Storage for dive cylinders, a VHF ship-to-shore radio, a water tank and hosing facility for cleaning kit and lights for night working are among features of a special "Dive Centre" Land Rover that scuba explorer Monty Halls bought to the NEC Dive Show [2]

The centre stage is where all my underwater photography friends speak, right in the hub of all the photo related suppliers (keep a firm grip on your credit card in this area)!

We sat and watched Alex Mustard & Martin Edge's talk on the centre stage:

*"A dynamic duo are reunited at DIVE 2013. Mustard and Edge are the godfathers of UK underwater photography, and their enjoyment in sharing their combined expertise shines through. Their theme is **"What to Shoot and What to Ignore"** while diving to produce the best shots, whichever camera you use."[1]*

Alex Mustard & Martin Edge talk

People trying out rebreathers

Martin Edge in a teaching moment

These people are trying out rebreathers. This is where you breathe the same air over and over and the components inside scrub the CO_2 from it so it is safe to breathe again. Its meant to be better for photography because there are no bubbles to scare off the fish, however there is lots more maintenance involved in owning these.

Made-to-measure suits

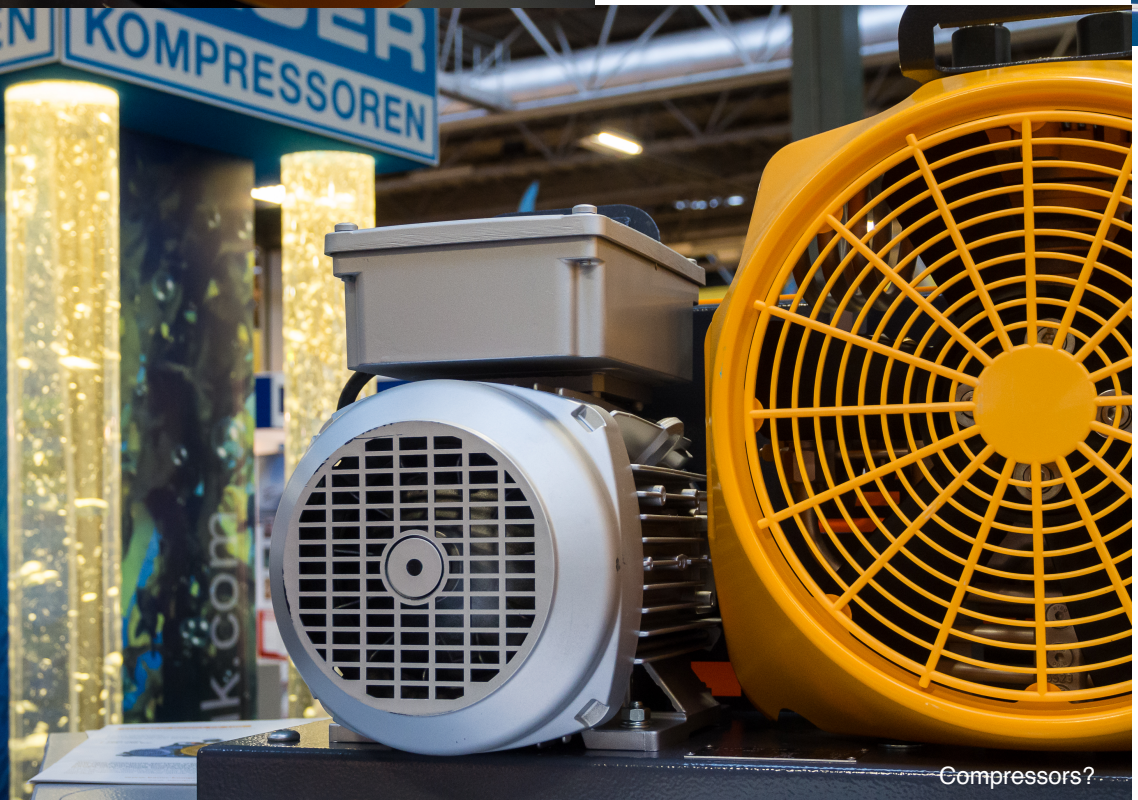
Consumer culture - all the clips and accessories

BSOUP (The British Society of Underwater Photographers) host a huge section of images from its members to vote on the print competition in the PhotoZone.

Suunto Dive Computers

Dive gear ranges represented at DIVE 2013 included Aeris, AP Valves, Ambient Pressure Diving, Apeks/Aqualung, Beaver Sports, Custom Divers, Dive Rite, Fourth Element, Hammond Drysuits, Hollis, Hydrotech, Intova, IST, Metalsub, Northern Diver, LavaCore, Light and Motion, M&M Diving, Oceanic, Oceanpro, Ocean Reef, O'Three, Otter Watersports, Pinnacle, Revo Rebreathers, Robin Hood Watersports, Sea & Sea, Scubapro, SEAC (Blandford Sub-Aqua), Subgear, Suunto, Tusa and Waterproof Wetsuits. [3]

BCDs



Compressors?

As a photographer the diving part of underwater photography often slips our minds, its just something we do in order to take photos in the ocean. Its amazing to me to reflect on just how high tech all of our diving gear really is. We trust this gear to keep us alive at 30m under the water! Our wrist mounted dive computers, regulators and fins come in all different colours. The computers tell you all sorts of life saving info and we totally rely on them, our regulators feed us our air. The compressor machines are made for getting the compressed air we breath into the bottle. Stab jackets, BCDs, call them what you will they are essential for our modern diving experience in warm water. Recently the trend towards wings had been marked on our trips but I didn't see many on display at the show – not sure why.