



Laurence Balter

Leica Photographer & Filmmaker · Kihei, Maui, Hawaii

11,653

YouTube subscribers

25+ yrs

Behind the camera

Leica Archives

Featured print, Wetzlar

@artistwithcameras

Across all platforms

A photographer shaped by light, Leica, and Maui



Laurence Balter is the founder and lead photographer of Wailea Photo, a family-run photography studio based in South Maui. For more than twenty-five years and thousands of sessions, he has built a body of work rooted in the island's light — sea cliffs, sunrise water, and the particular gold that Maui throws across a lens in the last hour before dark.

"Portrait lighting borrowed from the Renaissance painters. Motion borrowed from the Impressionists. The camera is a Leica — because it disappears, and lets the light do the talking."

His photography today lives at the intersection of documentary craft and fine-art restraint: Leica M-series work shaped by classical portrait lighting, and long-exposure or motion studies drawing on Impressionist ideas of light and movement. A print from his Molokai sea cliffs series is held in the Leica Archives, and he has been hosted at Leica's world headquarters in Wetzlar, Germany.

He shares that craft publicly through a fast-growing YouTube channel and social presence built around real gear, real technique, and real Maui — reviews, field demonstrations, and behind-the-scenes sessions shot the way he'd shoot for a client. He is a working ambassador for Oberwerth (German camera bags), OwlKrown, and House of 35 (California film lab), and brings that same on-camera, in-the-field ambassador approach to every partnership.

Based in Kihei, Maui — shoots across South Maui and travels worldwide by request.

25+

Years photographing on Maui

1000s

Sessions delivered

1

Print held in the Leica Archives (Molokai sea cliffs)

By the numbers

Audience & reach

YouTube

11,653

subscribers · ~3,000
avg. views

Instagram

471

followers · ~1,200
avg. views

TikTok

1,698

followers · ~470
avg. views

Facebook

3,000

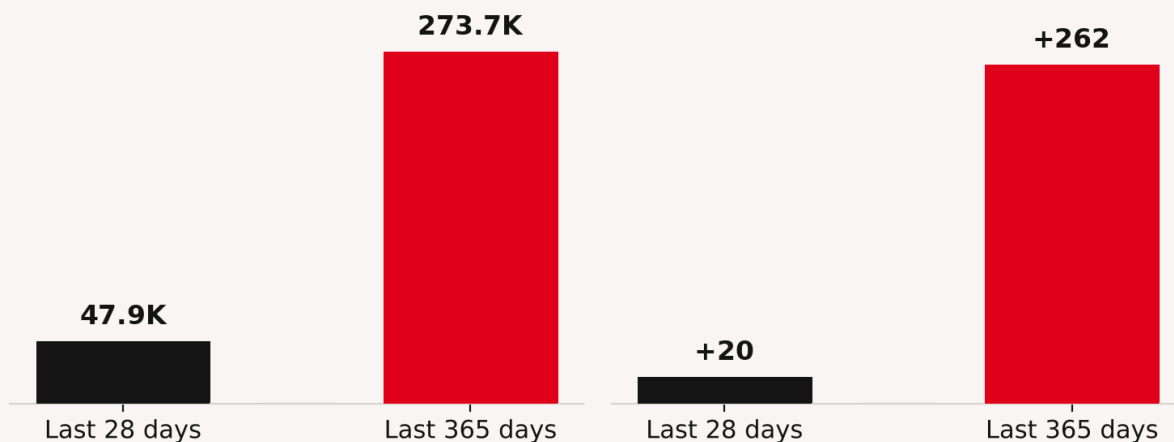
followers · ~300
avg. views

YouTube channel growth

Source: YouTube Studio channel analytics, as of Oct 9, 2026 · views and new subscribers, last 28 days vs. last 365 days

Views

New subscribers



Featured coverage

Filmed inside Leica's world headquarters, Wetzlar

"Secrets revealed — a trip to Leica in Wetzlar, Germany" documents a hosted visit to Leica HQ, including a sit-down interview filmed on-site. It's the channel's clearest brand-trust signal: manufacturer access, not just manufacturer praise.

2,026

views since publish

145

watch hours

+9

new subscribers

Audience demographics

Lifetime views

1.8M+

104.0K watch hours all-time

Gender

99.1%

male viewership

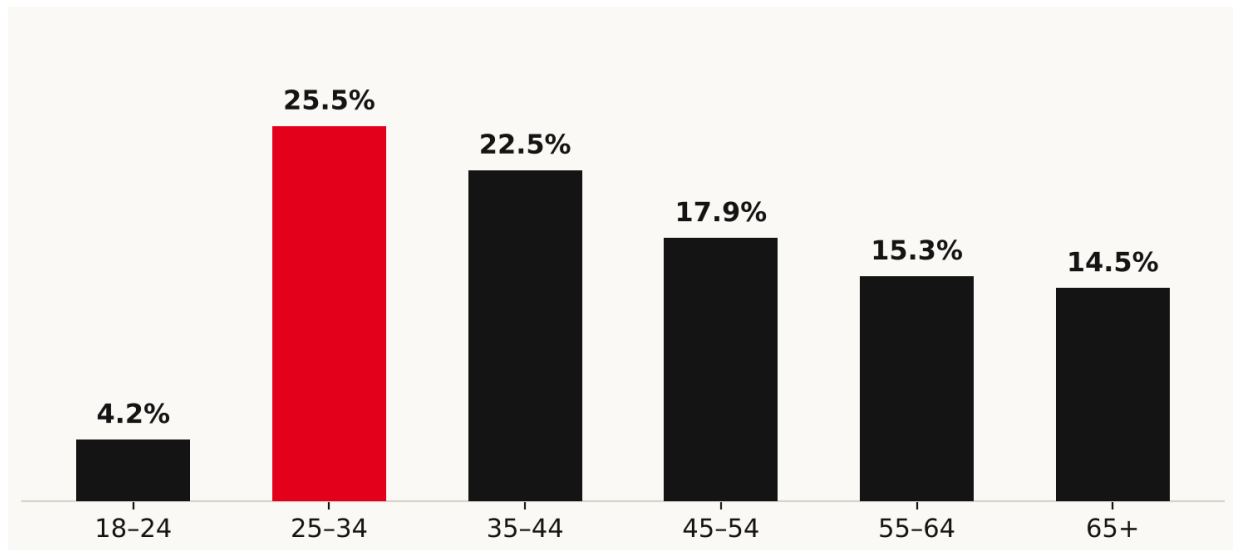
Thumbnail CTR

4.5%

last 28 days, ~148K impressions

Viewer age

Source: YouTube Studio audience analytics, last 90 days · core 25–54 bracket is 65.9% of viewership



Top viewer markets

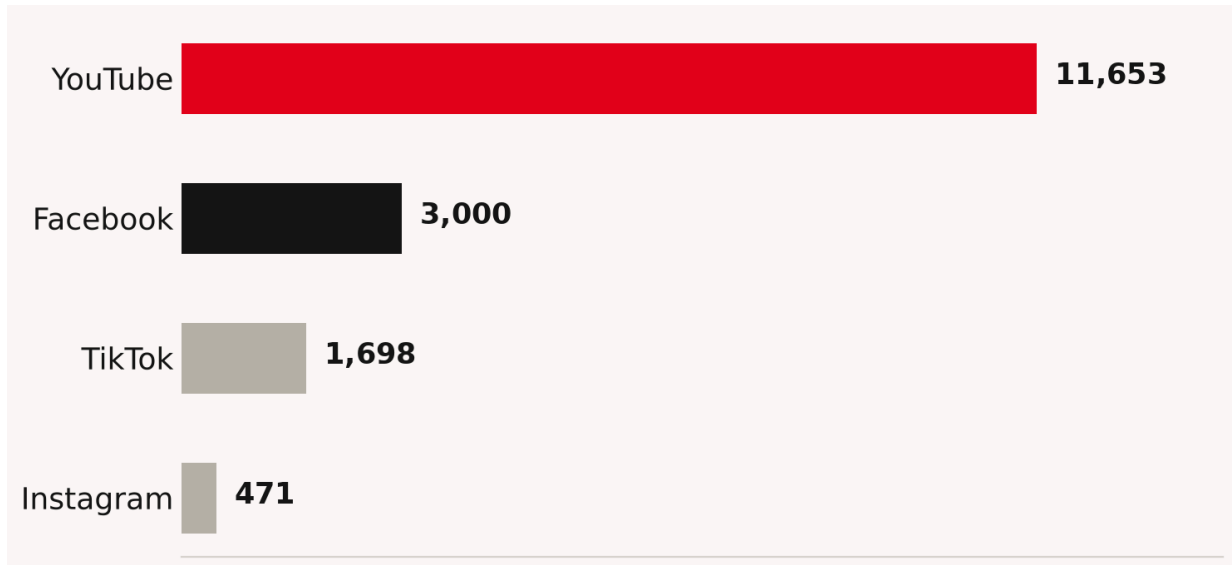
Share of views, last 90 days



Where the audience watches

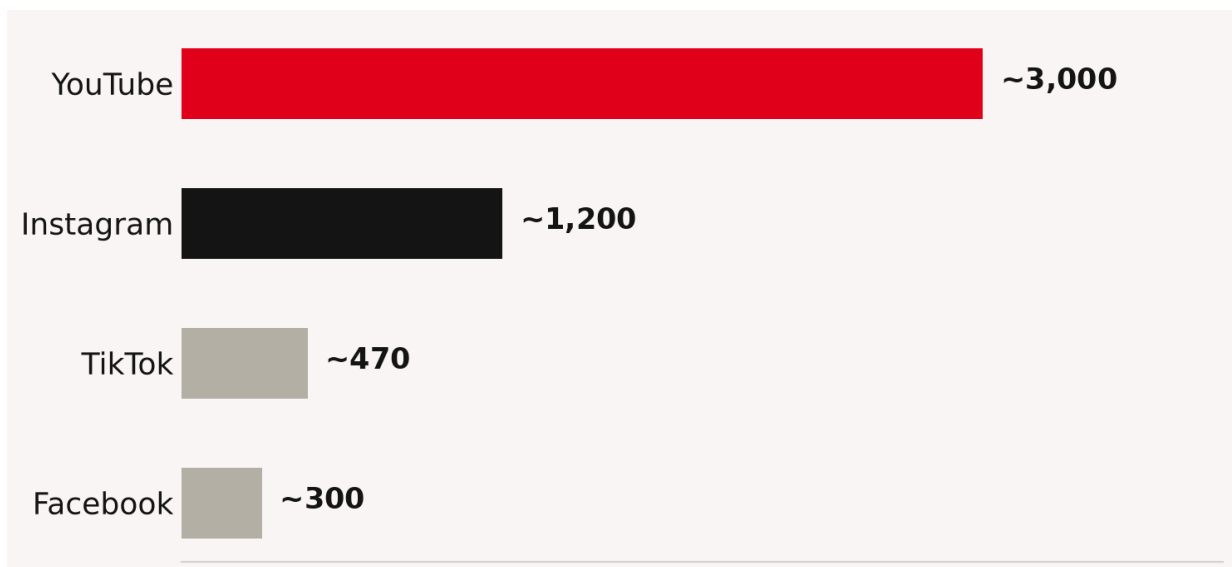
Followers by platform

Current totals across all active channels



Average views per post

Typical reach per upload, by platform



Existing brand partnerships

01

Oberwerth

Brand Ambassador

Ongoing ambassador for the German camera bag maker, featured across Artist with Cameras' YouTube and social content.

02

OwlKrown

Brand Ambassador

Ambassador partnership featured in field and street-photography content, including camera-strap demonstrations.

03

House of 35

Brand Ambassador

Ambassador for the California-based film lab, supporting Laurence's ongoing analog and Kodachrome-emulation work.

Each of these is a standing, on-camera ambassador role — not a one-off post — which is the same model proposed below for a new partner: recurring visibility across a working photographer's real gear bag, on a channel already built around gear reviews and field demonstrations.

Photography specialties



Leica photography

M-series and Q-series work — gear reviews, field tests, and technique breakdowns for a Leica-literate audience.



Portraits & street

Classical, Renaissance-influenced portrait lighting carried into candid street and travel work.



Maui landscapes

Sea cliffs, sunrise water, and golden-hour coastline — the visual signature of 25 years shooting one island.

On-camera demonstrations

Filter demonstrations

A channel already structured around real-world gear demos — the natural home for on-lens filter comparisons, before/after breakdowns, and field reviews.

Film-inspired imagery

A standing interest in analog aesthetics — Kodachrome emulation, Calibrite-based camera profiling, and a working relationship with House of 35 film lab — gives a brand partner's content a distinct, editorial look rather than a standard product-review feel.

Collaboration opportunities

01

YouTube reviews

In-depth field reviews and comparisons of your gear, built for a channel already averaging real, Leica-literate viewership.

02

Instagram content

Behind-the-scenes and finished-image posts showing your products in Laurence's own Maui landscape and portrait work.

03

Product photography

Editorial-quality product imagery of your gear, shot with the same lighting approach applied to client portrait work.

04

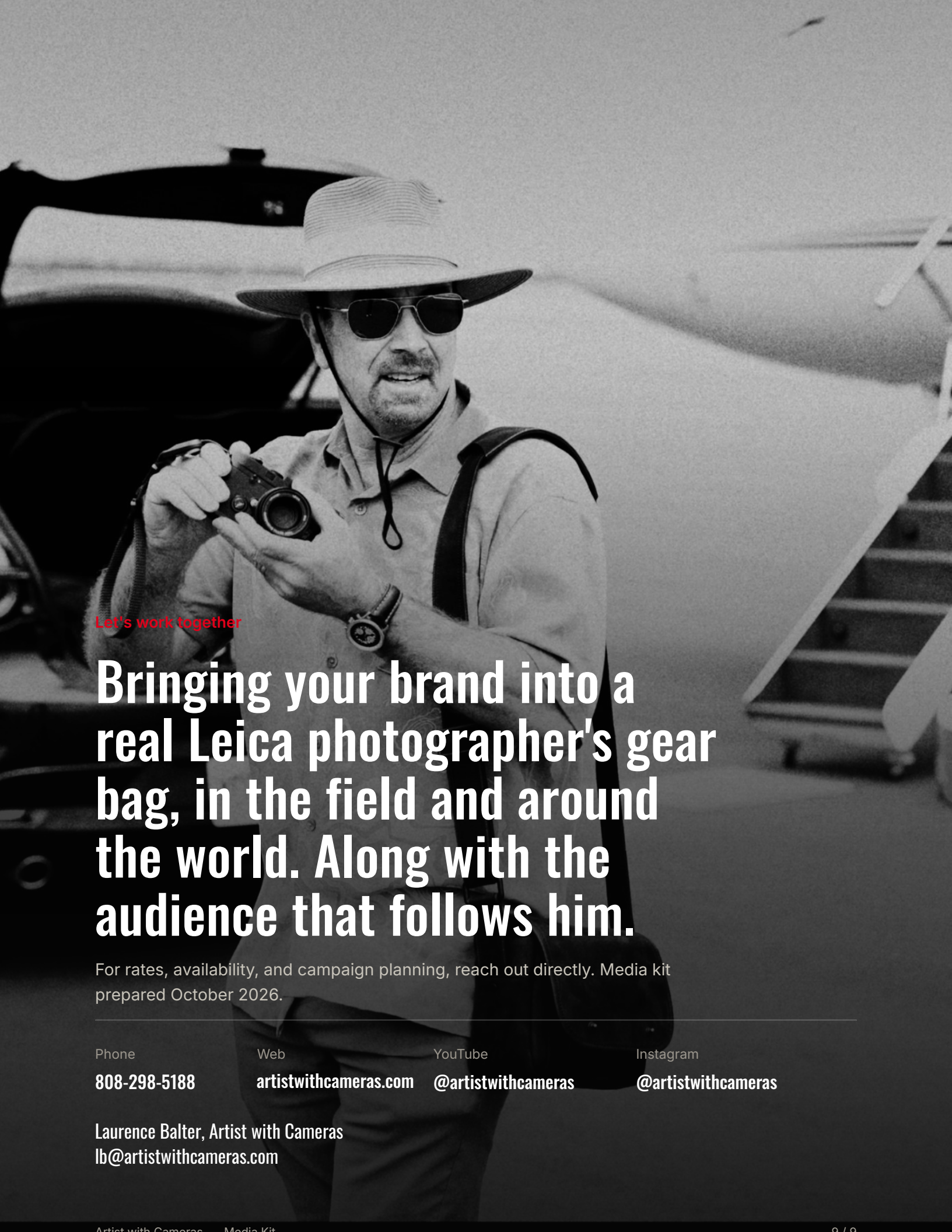
Educational videos

Technique-driven tutorials — long exposure, graduated ND use, and filter selection for coastal and landscape light.

05

Long-term ambassador campaigns

A standing role alongside existing partnerships with Oberwerth, OwlKrown, and House of 35 — recurring visibility rather than a single campaign.



Let's work together

Bringing your brand into a real Leica photographer's gear bag, in the field and around the world. Along with the audience that follows him.

For rates, availability, and campaign planning, reach out directly. Media kit prepared October 2026.

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