

PORTFOLIO



PHOTOGRAPHY 2025

Ayoub chawit

ABOUT US

108 PRODUCTION IS A MOROCCO-BASED CREATIVE PRODUCTION BRAND FOUNDED AND OWNED BY AYOUB CHAWIT, WORKING AT THE INTERSECTION OF PHOTOGRAPHY, FILMMAKING, VISUAL STORYTELLING, AND ART DIRECTION. OUR WORK IS ROOTED IN STRONG IMAGERY, SHAPED BY DETAIL-DRIVEN DESIGN, AND GUIDED BY A DEEP APPRECIATION FOR MINIMALISM, TEXTURE, AND ATMOSPHERE.

WE CREATE VISUALS THAT GO BEYOND AESTHETICS — VISUALS THAT COMMUNICATE IDENTITY, EMOTION, AND PURPOSE. FROM PHOTOGRAPHY AND FILM TO CREATIVE DIRECTION AND BRANDED CONTENT, 108 PRODUCTION BRINGS IDEAS TO LIFE WITH A CLEAR VISUAL LANGUAGE AND A PROFESSIONAL APPROACH.

OUR JOURNEY IS DRIVEN BY CURIOSITY, CONSISTENCY, AND THE DESIRE TO KEEP EVOLVING. WE ARE COMMITTED TO MEANINGFUL WORK, CONTINUOUS LEARNING, AND RAISING THE STANDARD WITH EVERY PROJECT.

01 Real estate

I create clean, structured visuals that highlight space, light, and architectural details. My approach focuses on composition and atmosphere to present properties in a refined, modern way that elevates their value and identity.

02 Portrait

I aim to capture authenticity and character through portrait work. Each portrait is approached with intention, focusing on emotion, expression, and the unique presence of the subject.

03 Food

My food photography emphasizes texture, color, and mood. I focus on making dishes feel natural and inviting while maintaining a strong visual balance that reflects the story behind the food.

04 Events

I document events with a storytelling mindset, capturing key moments, energy, and emotions as they unfold. My work blends observation and timing to preserve the atmosphere of each event.

05 Products

My product photography is driven by clarity, detail, and brand identity. I focus on form, texture, and composition to create visuals that communicate purpose and quality.

06 Street

Street photography is the foundation of my creative eye. It sharpens my sense of timing, storytelling, and human connection, allowing me to capture raw, honest moments from everyday life.



REAL ESTATE



REAL ESTATE PHOTOGRAPHY

IS THE ART OF CAPTURING PROPERTIES IN A WAY THAT HIGHLIGHTS SPACE, LIGHTING, DESIGN, AND ATMOSPHERE TO MAKE THEM VISUALLY ATTRACTIVE FOR BUYERS, RENTERS, HOTELS, AND INVESTORS.

IT COMBINES PHOTOGRAPHY, COMPOSITION, LIGHTING, AND CINEMATIC STORYTELLING TO PRESENT INTERIORS AND EXTERIORS AT THEIR BEST. THE GOAL IS NOT ONLY TO DOCUMENT A PLACE, BUT TO CREATE EMOTION AND HELP PEOPLE IMAGINE THEMSELVES INSIDE THE SPACE.

PROFESSIONAL REAL ESTATE PHOTOGRAPHY OFTEN INCLUDES WIDE-ANGLE SHOTS, NATURAL AND ARTIFICIAL LIGHTING TECHNIQUES, DRONE PERSPECTIVES, DETAIL SHOTS, AND CINEMATIC VIDEO MOVEMENTS TO SHOWCASE ARCHITECTURE, LUXURY, COMFORT, AND FUNCTIONALITY.

IN TODAY'S MARKET, STRONG REAL ESTATE VISUALS PLAY A MAJOR ROLE IN BRANDING, MARKETING, AND INCREASING THE PERCEIVED VALUE OF A PROPERTY.

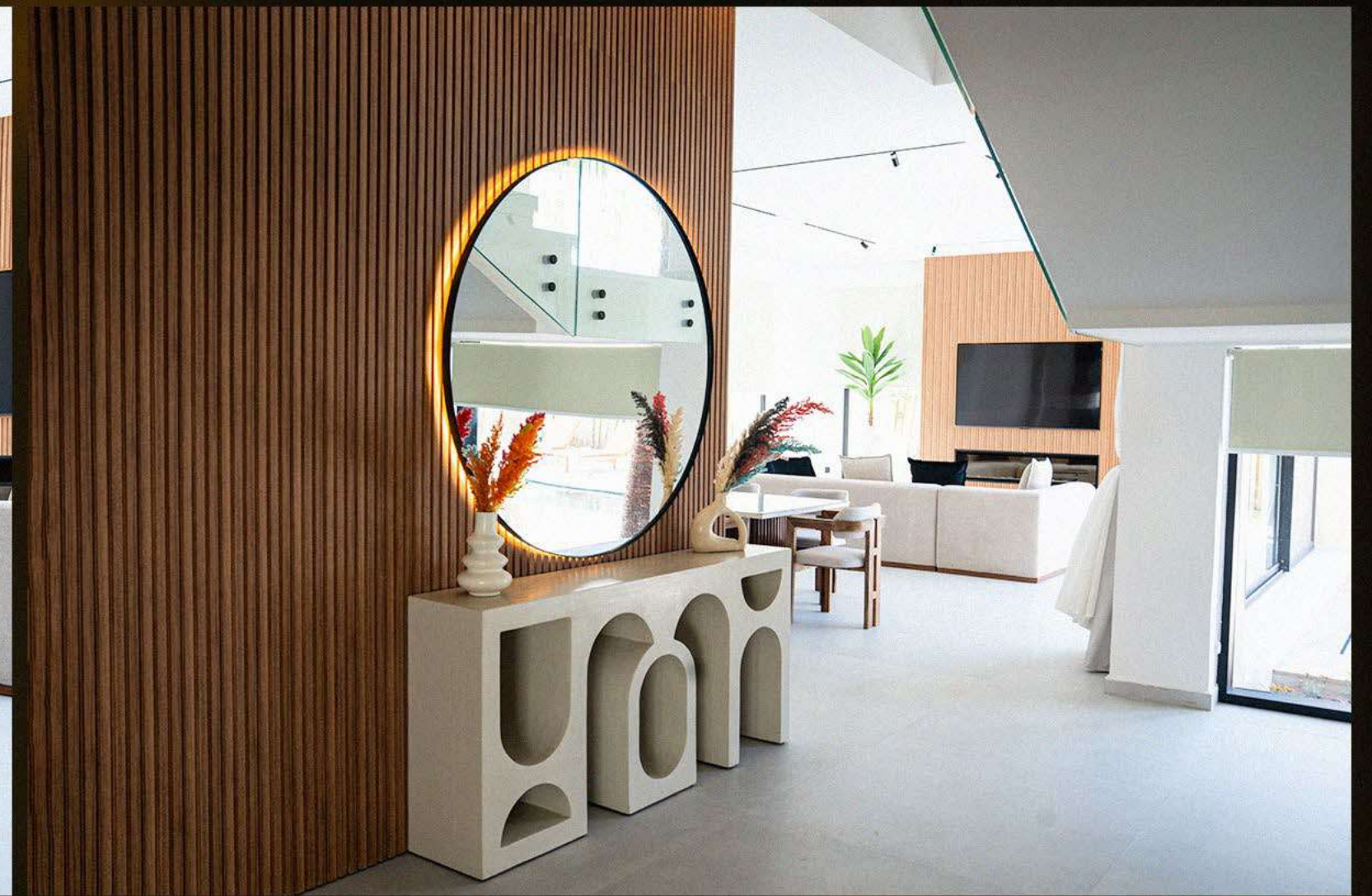
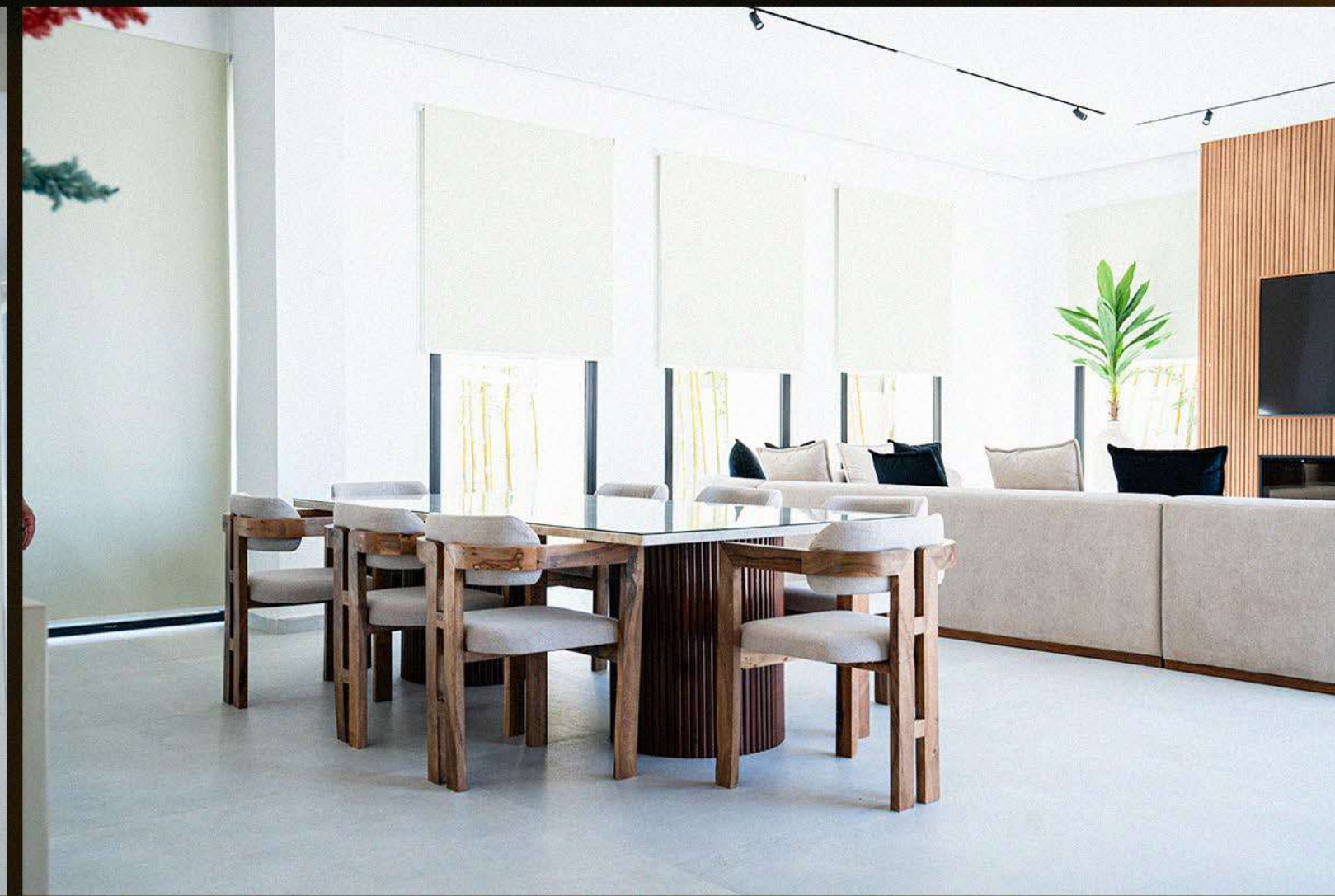
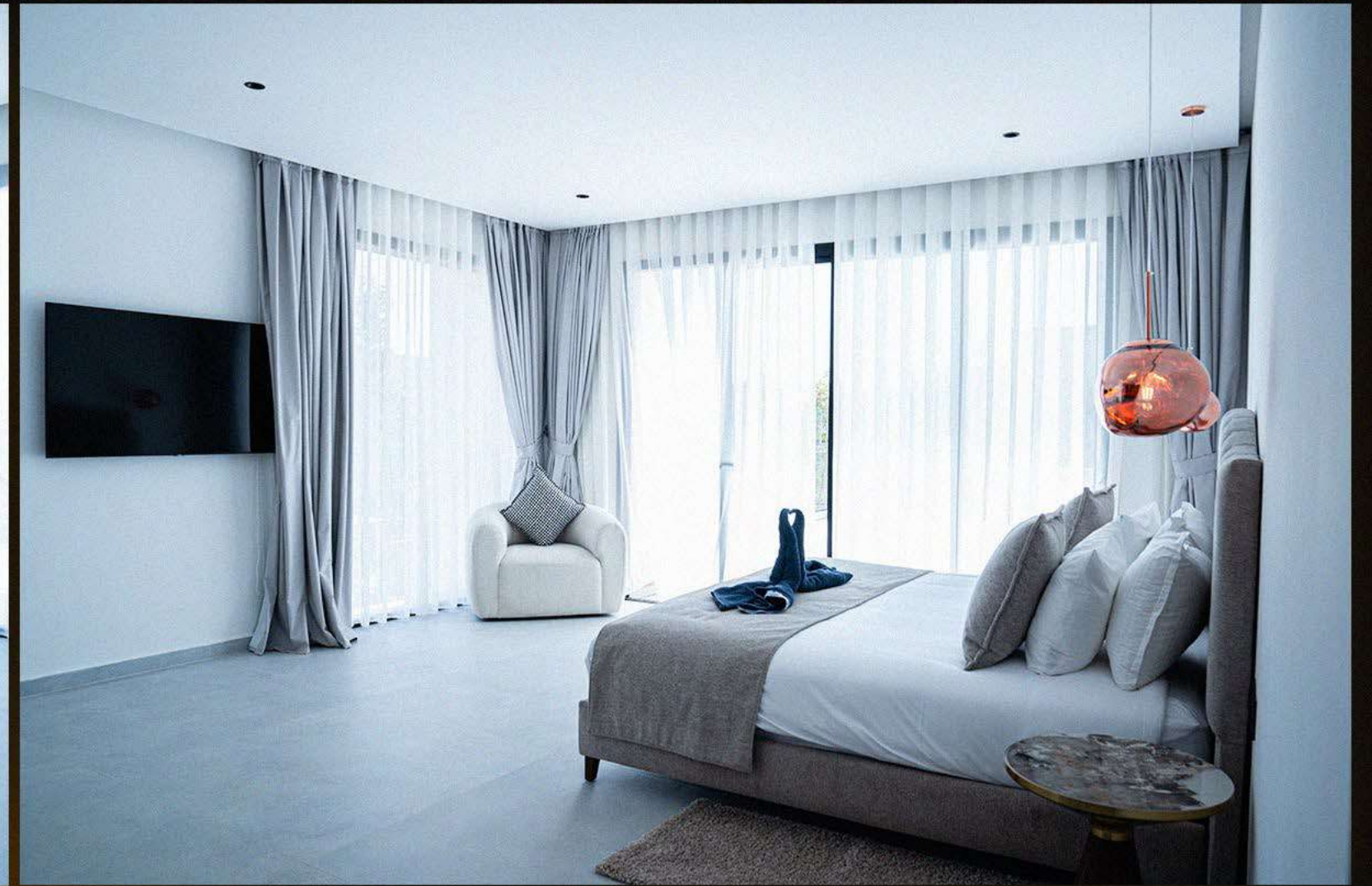
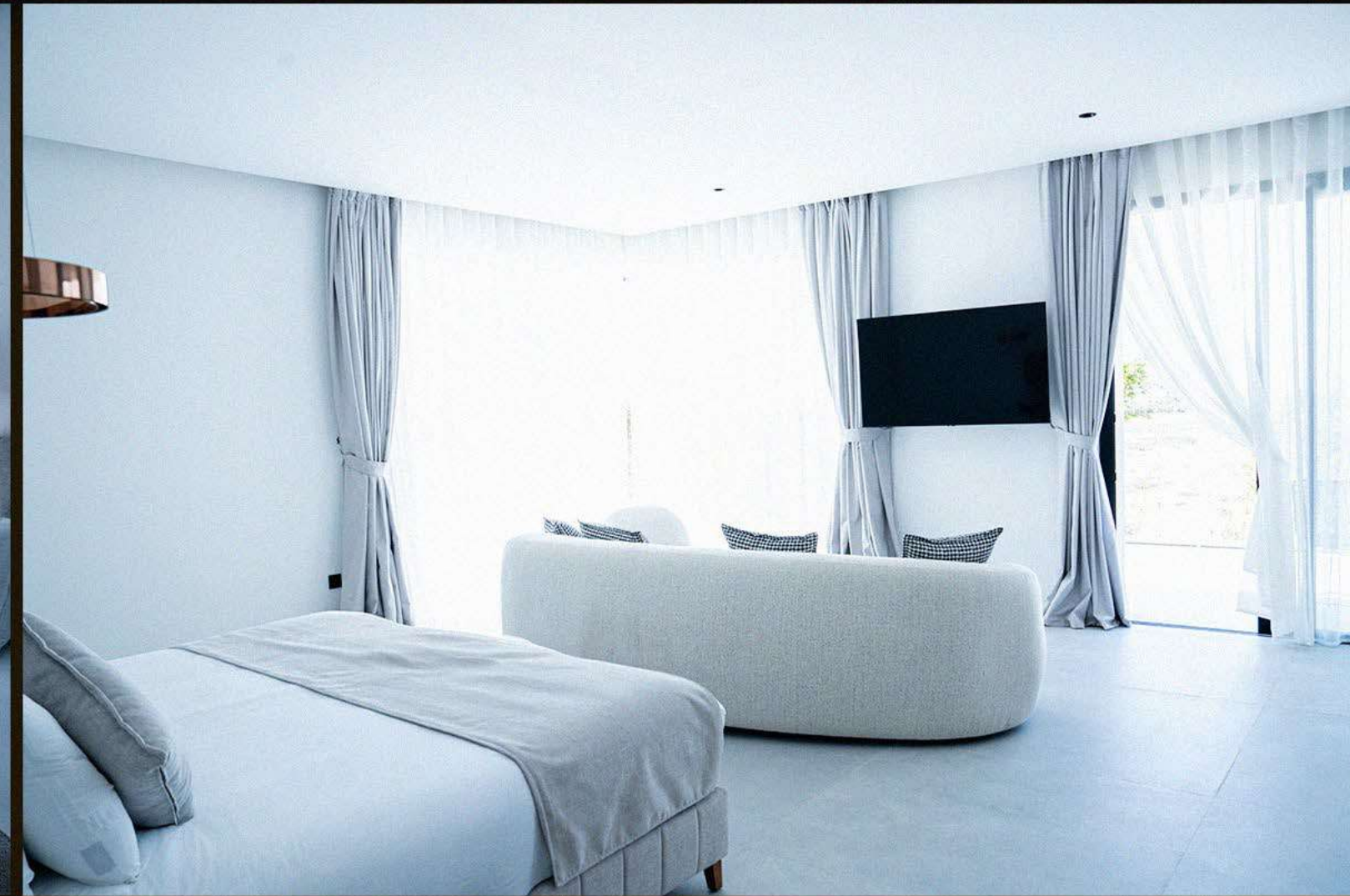
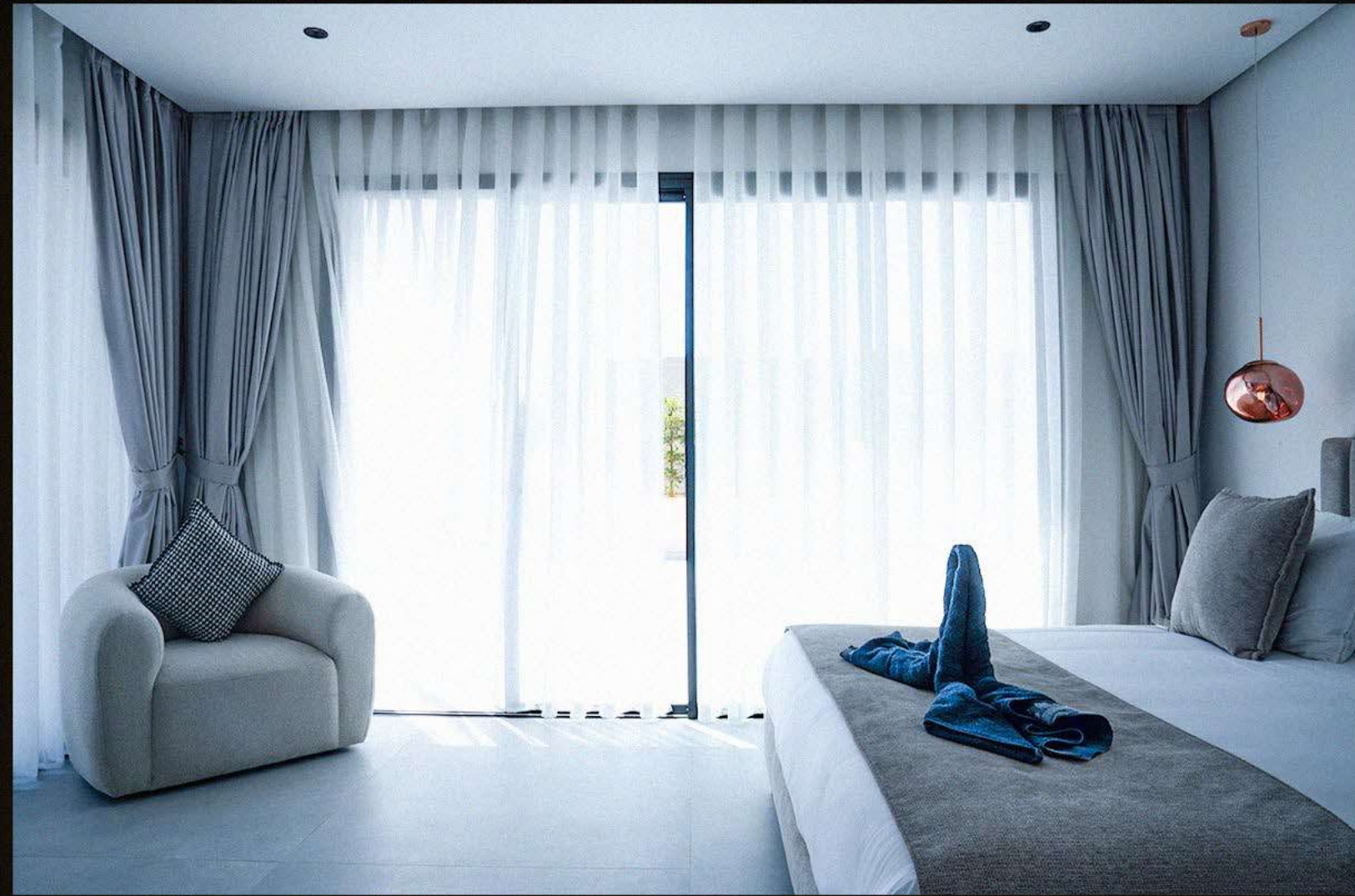


LUXURY VILLAS

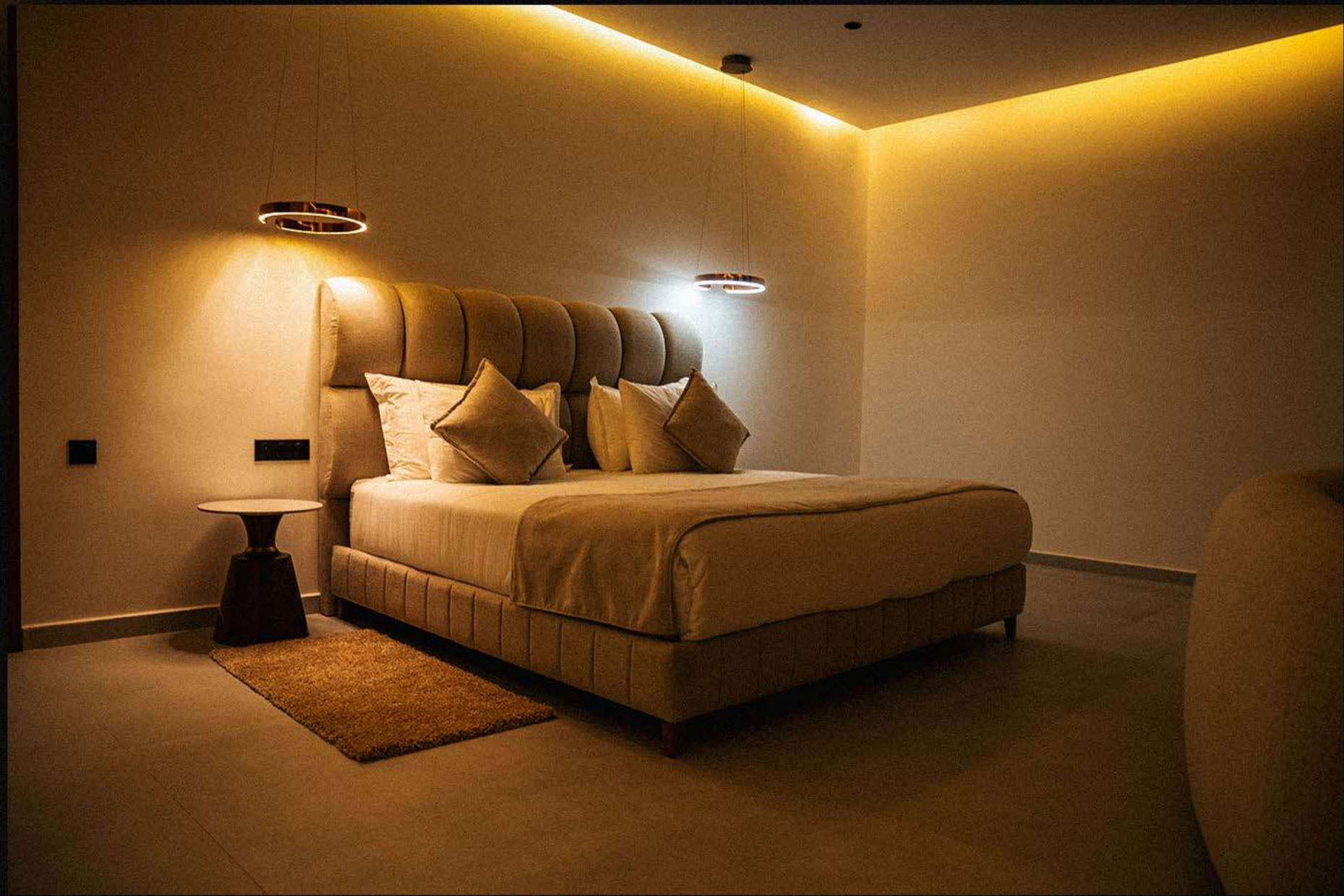
WORK WITH BROADCAST STUDIO



BY : AYOUB CHAWIT











PORTRAIT



STEPS



Nothing here is made by AI or photo manipulation.
This shot was captured on a Sony A7 IV with a 24-70mm lens
in Ouarzazate.
Model: Majid
With my friend and photographer Abdelhamid
Location: Gaz Station
Lighting was done on set using a reflector and a handheld
torch as a top light.
Collaboration with Paco rabbane

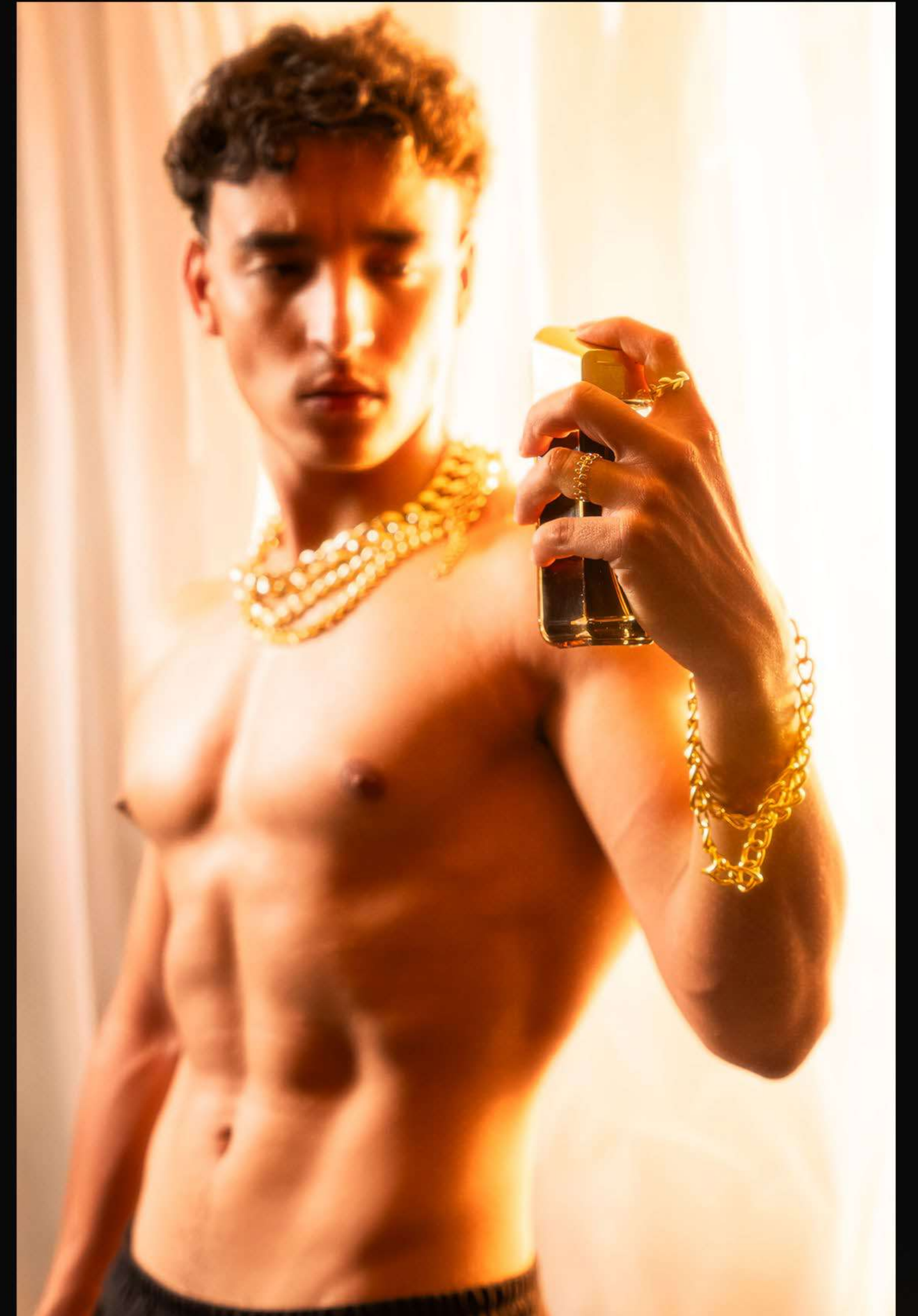




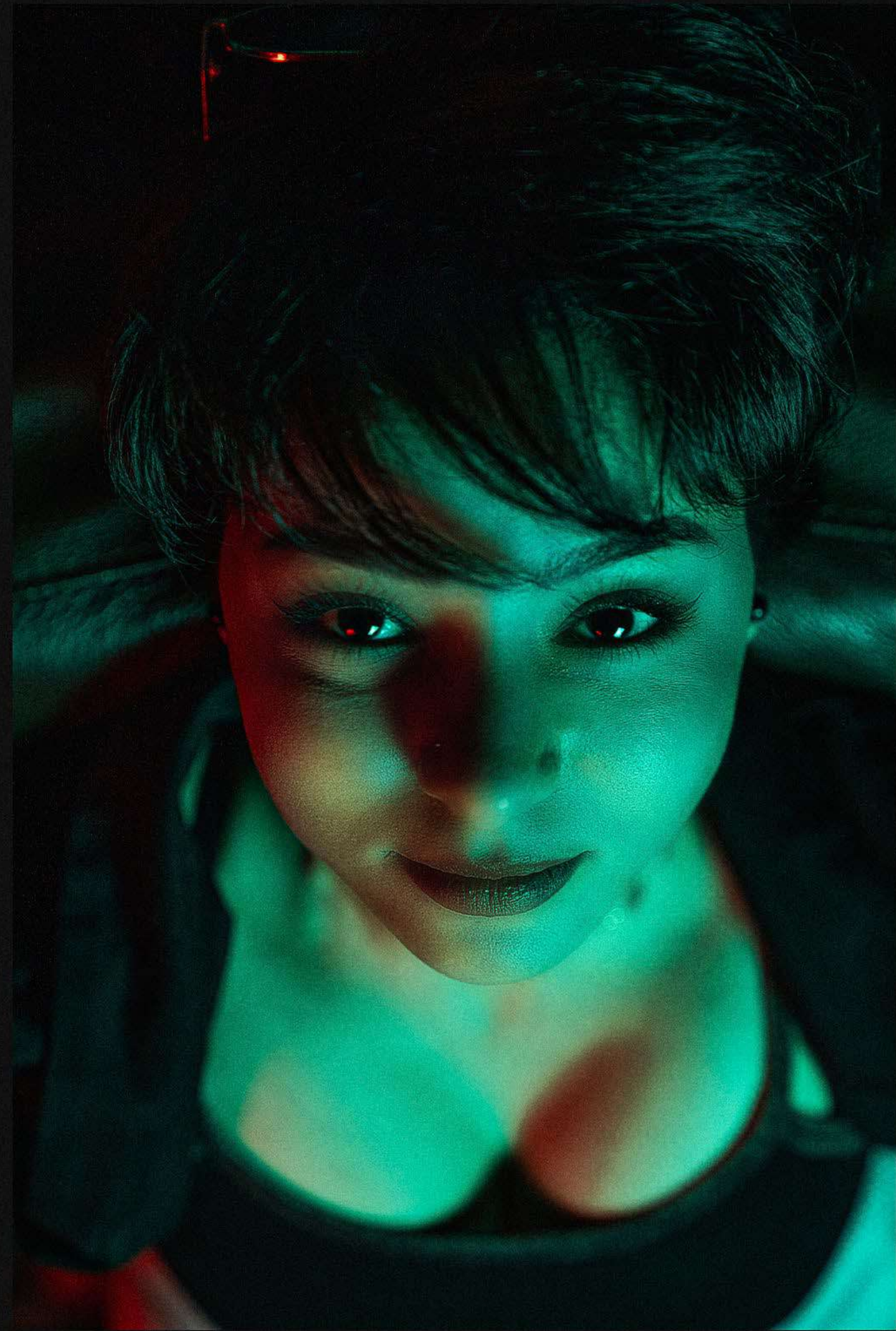
ONE MILLION



PACO RABANNE



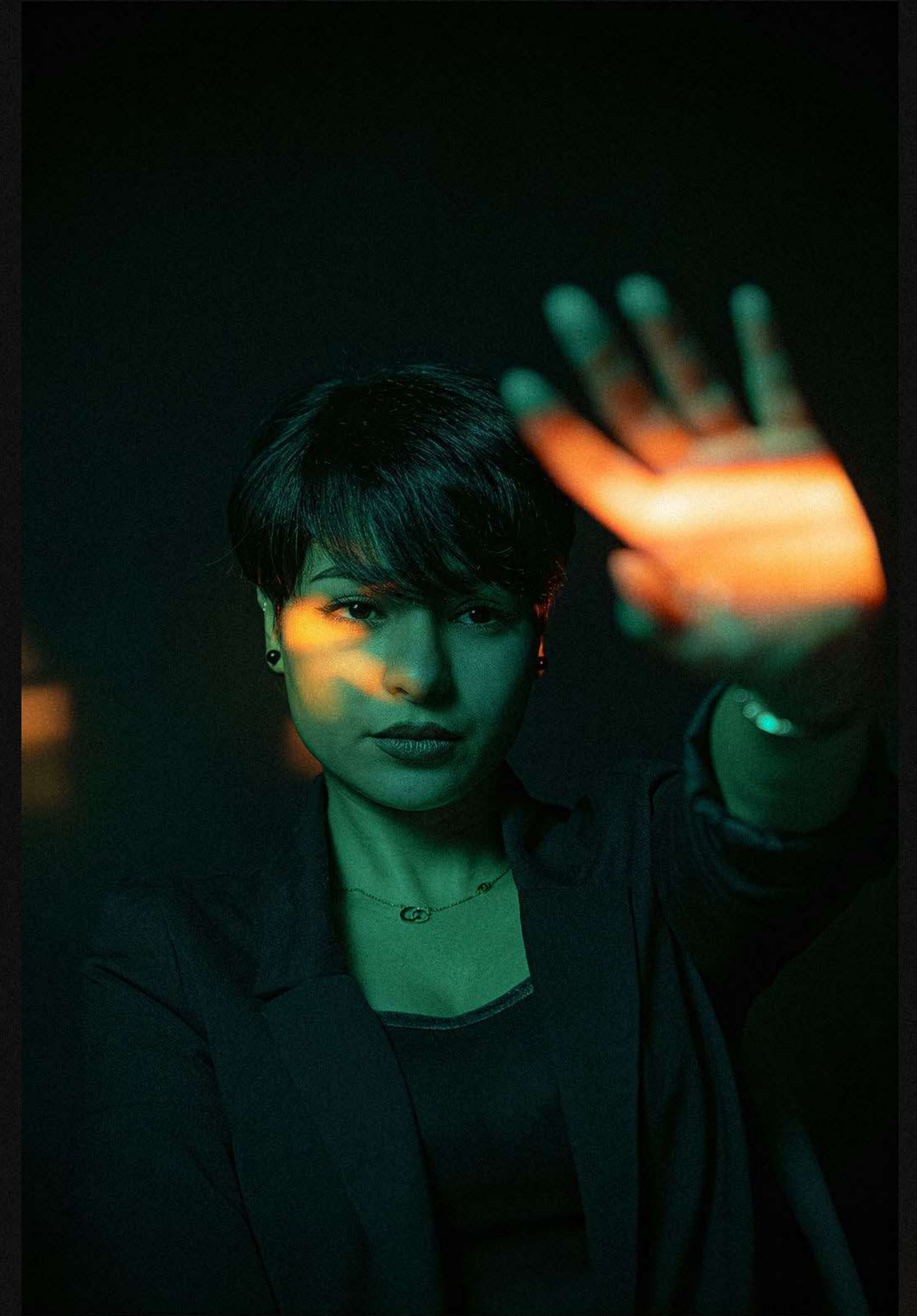
MAJID



Broadkast



Shooting



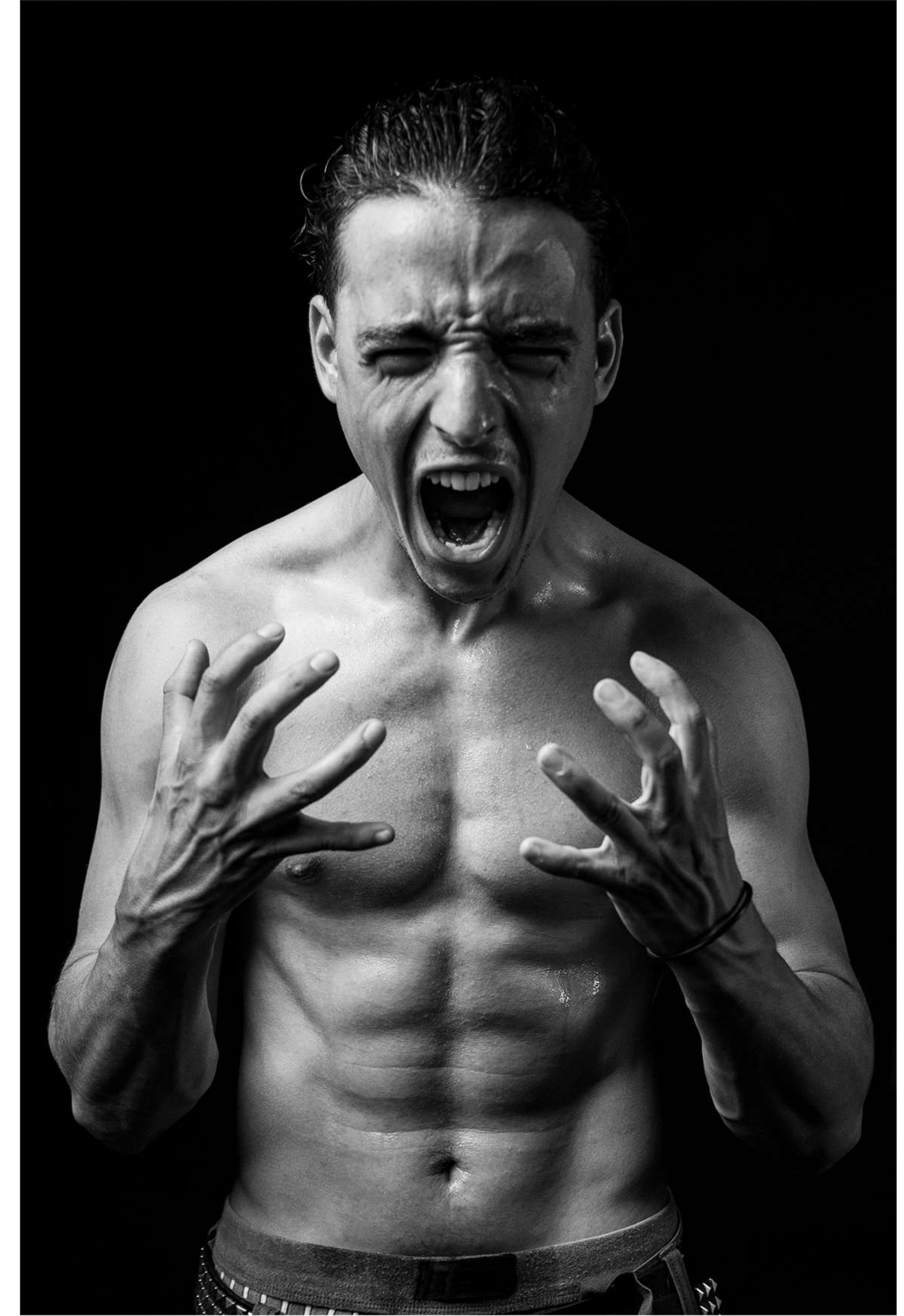
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FOOD AND RESTAURANT

FOOD & RESTAURANT PHOTOGRAPHY

Food photography is not just taking pictures of dishes. It is about making people feel the taste, the atmosphere, and the identity of the restaurant before they even visit. For restaurants, cafés, and food brands, strong visuals help clients understand the quality of the place. A good photo can show the freshness of ingredients, the beauty of the plating, the mood of the space, and the experience behind every meal.

Restaurant photography can include: Food photos for menus, social media, delivery apps, and advertising.

Interior photos to show the design, lighting, tables, and atmosphere, Chef and team photos to show the people behind the food.

Lifestyle photos with clients enjoying the place.

Content for reels and stories to make the restaurant more active online.













EVENTS

Event photography

Event photography is more than just documenting what happened. It is about capturing the energy, emotions, atmosphere, and important moments that make the event memorable.

For brands, private events, cultural events, corporate events, rooftops, openings, exhibitions, and celebrations, professional photography helps preserve the experience and present it in a beautiful way after the event.

Event photography can include:

- Guest arrival photos
- Candid moments and emotions
- Details, decoration, and atmosphere
- Speakers, artists, or performers
- Branding and sponsor visibility
- Group photos and key moments
- Behind-the-scenes content
- Photos for social media, press, and future promotion

For 108 Production, you can say:

At 108 Production, we capture events with a storytelling approach, focusing on real emotions, strong visual details, and the atmosphere of the moment. Whether it is a private gathering, corporate event, cultural experience, rooftop event, or brand activation, we create professional visuals that help people remember the event and help brands communicate its value after it ends.

2025
MARRAKECH 2026

MAR 27 - MAR 29
MARRAKECH, MOROCCO

SCAN ME
TO GET EVENT INFO

AfterSell
by ROKT Loop





