



Local Photography Studio With An International Portfolio

Situated the heart of the tobacco warehouse district in downtown Winston-Salem, on a tiny cobblestone section of Third Street, stands one of the most striking buildings in the whole city. The S.J. Nissen building. Built in 1893 and on the National Register of Historic Places, the building was originally a carriage repository and repair shop. Today, though, it is the home of Black Horse Studio, a photography studio spilling over with the talent of owners Lee Runion and Jennifer Bostic and those who work with them.

Their 33,000 square feet of space in the bustle of the Wake Forest Innovation Quarter serve as both office and home for Lee and Jennifer, and their studio space is as much a camera and lens museum as it is a work space. Sure, there are sleek Apple computers for editing sitting on desks, but plenty of antique equipment – much of which they still use – can be found at every turn, and a fully functioning darkroom upstairs still gets plenty of love even in a fast-paced, digital world.

Black Horse began in 1997, named after a pub in London. Specializing in portrait, lifestyle, commercial and food photography, Lee, Jennifer and their crew spend a fairly even amount of time both in the studio and on the road. Familiar clients include BB&T, Ralph Lauren, Boar's Head and Volvo Mack. And those beauty shots of doughnuts that you see in Krispy Kreme marketing? You can thank Black Horse for those images that are quite literally mouth-watering.

Lee, who was born in Pittsburgh, studied photography at the Rochester Institute of Technology and has honed his art in big cities including New York and San Francisco. Jennifer is a local girl – Stokes County, to be exact – and as a History major, has a deep appreciation for the stories that can be told and deciphered from images.

The folks of Black Horse are as humble as they are talented and are quiet, rare gems in our city. If a picture is worth a thousand words, then this crew has written volumes upon volumes of beautiful books through their art.