

Masters Passion

Christian Nørgaard, Hasselblad Photographer Relations Manager

The art of photography is the art of painting with light. It is the art of creating images that find their form in the combination of deep shadow and blinding brightness. It is the ability to recognize and capture images as they emerge spontaneously before us, even as they remain hidden to most people.

Photography is about letting your imagination run wild and stretching your creative wings, all the while being able to keep an eye on the technical details and demands. Naturally, this requires focus and concentration and talent. More than anything, however, it requires passion. If there is any one single thing that ties photographers, it is their deep passion for photography. And that is exactly what this book is all about—Passion.

The Hasselblad Masters Awards have long celebrated talent, dedication and passion that go into great photography. *Masters Volume 1* showcases the work of this year’s ten unique Hasselblad Masters photographers. These photographers have worked independently with state-of-the-art Hasselblad equipment to create their own unique photographic works, using “Passion” as their main theme. The photos in these pages spring from many types of passion—passion for art, passion for innovation, passion for the people we come across in our everyday lives, passion for our innermost and most unique thoughts, and—most importantly—a passion for life and for photography.

The ten Hasselblad Masters and their portfolios are as follows:

Julia Fullerton-Batten, Fine Art Photography

Julia invites us to an artistic journey, in which the soft-toned and fantastic surroundings provide a frame for a personal tale told through unique compositions. The whimsical principal characters she presents challenge our imagination—encouraging our own interpretation of this photographer’s take on “Passion.”

Hans Strand, Landscape Photography

Hans’ vision soars like a bird, raising both our perspectives and perceptions, and capturing nature’s most stunning and artistic formations. His images show both a passion for natural beauty and the way the very earth around us can convey emotion. His images are a true example of art and craft blending together beautifully to create true masterpieces.

Benjamin Antony Monn, Architectural Photography

Technically challenging even in its simplest form, architectural photography requires knowledge of both form and technique. Benjamin has used his camera to capture buildings and structures of note, paying the utmost respect to the architectural lines and structural shapes these edifices present. Among the results are a series of photos shot in the twilight hour, where darkness engulfs the last rays of daylight, and reveals the structures at their most beautiful.

Kevin Then, Wedding Photography

Kevin captures the passion and promise of one of the greatest moments in life—the day when love is pronounced and celebrated. Replacing innocence with passion and unblemished white with vibrant tones in some of these unique wedding portraits, Kevin’s soft lighting still manages to lend an air of romance and mystery to the shots and brings out the silky texture of the dresses,

making even the tiniest and most delicate details stand out, and hinting of things to come.

Gregor Halenda, Product Photography

Gregor has applied his passion to product shots, using his command of the technical skills of his craft along with state-of-the-art digital technology to create stunning images. He has also used light and dark to strongly accentuate his subjects, giving them a strong and masculine feel. Whether in motion or only seemingly so, Gregor brings a new way of looking at inanimate objects.

Andrej Kopac, Fashion Photography

Andrej’s “Passion” portfolio presents three wonderful fashion series, each one telling a tale that is saturated with symbolism and undertones. The resulting mood lends itself to reflection, interpretation and immersion—in the images and in ourselves.

Louie Palu, Editorial Photography

Louie focuses his camera on the poorest segment of American society—the homeless. His pictures present a naked and unvarnished depiction of the bleak reality that a small handful of Americans face on a daily basis. These photographs also serve to remind or warn us of a global predicament—the masses of poor and homeless people throughout the world.

Morfi Jiménez Mercado, Portrait Photography

Morfi has done a beautiful job of portraying a series of striking personalities, each with their own story to tell. Be it the proud photographer leaning against his camera, or the boy having his picture taken next to his dream, a bright green vintage American car, Morfi lets the inner narrative of each character flow forth and touch us.

Bronek Kozka, General Photography

Bronek portrays both the experience and the cost that passion can demand. From readily identifiable symbols that harken back over two thousand years to starkly disconcerting images from modern suburbia, Bronek’s vision is both frightening and fascinating. His interpretation of the “Passion” theme offers hair-raising food for thought.

August Bradley, Up-and-Coming Category

August uses his camera to create modern paintings of his subjects, much as the Old Masters did with oils and brush. With the same passion for his craft, this modern master relies heavily upon symbols and symbolism in his work, creating multiple layers of interpretation. His models all have an air of being just about to depart for somewhere else or having just arrived. Each with a story to tell—or about to unfold.

The Hasselblad Masters presented in these pages each belong to a new generation of photographers and we are proud to present the results of their Masters project. *Masters Volume 1* is both a celebration of their skills and work, and an homage to the art of photography. More than that—and perhaps more than anything—it is a tribute to the passion that goes into great photography and the passion it arouses. Enjoy.

“Passion is the fire that drives you to pound against a brick wall until you break through.”

August Bradley

Up-and-Coming

USA

www.augustbradley.com

“PASSION”

August Bradley greatly appreciates the possibilities digital photography offers. “Photographers now have more freedom to express what they see in their heads.” The images he created for this book follow the overall theme of “Constrained by Walls.” They explore the notions of constraint and escape, as well as how freedom is perceived by those imprisoned. The work takes three parts: “Circus Life” features the traveling performer’s quest to break free; “My Dark Little Room” presents three characters shut off from the outside world, but who can connect to it; “The Witch Dormitory” profiles self-imposed detachment that comes from the desire to pursue another path.



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CREDITS:
"Circus Life": Fashion Styling & Design: Louis Verdad; Hair Styling: Carlos Ortiz; Makeup: Kimberly Pletz (Day 1) & Hee Soo Kwon (Day 2); Set Floor: Collin Stark; Models: Koji, Laura G., Sierra; Hair Styling Assistant: Anna Gonzales; Photography Assistants: Jesse Strigler, Nicole Grayson, Ricardo Tirado, Joseph Alexander

"My Dark Little Room" & "The Witch Dormitory": Wardrobe Styling: Anthony Franco; Hair & Makeup: Gordon Banh; Producer: Donald Henson; Set Walls & Floors: Collin Stark; Custom Fashion Design: Estevan Ramos. Models: Anais N., Ava V., Minta A., Randall D., Rob Z., Ezra B., Tosh. Photography Assistants: Ricardo Tirado, Joseph Alexander, Jesse Strigler, Nicole Grayson

August Bradley

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BIO

Born, by his own description, at "1:37 a.m. on a cold Tuesday night." Although, August Bradley has only been working as a photographer for four years, his involvement with the art dates to a childhood assisting his mother set up photo shoots in her studio. In 2004, he left behind a career as a marketing strategist and first submitted photographs and stories to travel magazines. As these got picked up, he was asked to create outdoor lifestyle images for advertising clients. Finding that he loved working with teams of creative people, Bradley moved aggressively into conceptual advertising and fashion.

AWARDS/EXHIBITIONS

2008 Graphis Gold Award. 2007 IPA "Photographer of the Year" award, Beauty category, 2nd and 3rd places, along with 12 honorable mentions in the Fashion, Beauty, and Portrait categories.

Selected by the Advertising Photographers of America for inclusion in the Camera Works "Exhibition of Extraordinary Photography"

ON BECOMING A HASSELBLAD MASTER

Bradley grew up in a house where his photographer mother stored her treasured Hasselblad in the safe with her jewelry! Becoming a Hasselblad Master is an unexpected honor that he is extremely grateful for: "My work is how I explore the world." Hesitant to define how his artistic direction will be shaped by the award, he ventures enigmatically that "time will tell."

INSPIRATIONS

"My mother has been an inspiration from early on. However, over the years I have developed immense respect for so many photographers. My favorites play heavily with conceptual themes and intense, dramatic moods. These include greats such as Erwin Olag and Gregory Crewdson. In the area of fashion photography, I admire the work of Mario Sorrenti. For his imagination and alternative take on the world, I love Spanish photographer Eugenio Recuenco. I have also been inspired by many painters, including Moreau for his intense symbolism, Wyeth for his use of physical space, and Magritte for his interplay of concept and composition."