

*Guggenbühler*  
PHOTOGRAPHY

# MOODBOARD

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# What do I actually want with my photography?

Originally, I photographed a lot of architecture and landscapes. On the one hand, of course, because both have a certain aesthetic. And because you learn and see a lot when you travel a lot.

I still enjoy doing all of that.

It's similar with portrait photography. Perhaps it's identical.

Every person has an inherent aesthetic. And every person has images and ideas in their mind's eye through all their life experiences, images, music, loves, joys, sorrows, losses and inspirations.

Bringing this together in a fraction of a second: that is the appeal of photography.

A few years ago, I would never - NEVER! - would have dared to approach people on the street, in a café or anywhere else and ask for a photo.

At some point I started doing this and asked Derek for a portrait while he was sitting at a flower stall on Jermyn Street in London. Not always ("I'm not photogenic!"), but more and more often, with success. The spontaneous street photos and even more so the orchestrated studio or on-location shoots are always surprising, funny, inspiring and always broaden my horizons.

And it's also training to connect with people and create something together.

The greatest reward for me is always when the model (he/she) is happy at the end, smiles and - even better - discovers sides to herself or can show her own ideal of herself.

It's actually like a journey to fascinating landscapes or architecture.

M.

PS: Everybody is "photogenic". Everyone!



This moodboard contains photographs from various photographers and locations and is intended to serve as inspiration for future projects.

There are no photographs of my own shown. However, the style and form of the photos are intended to represent my preferred style.

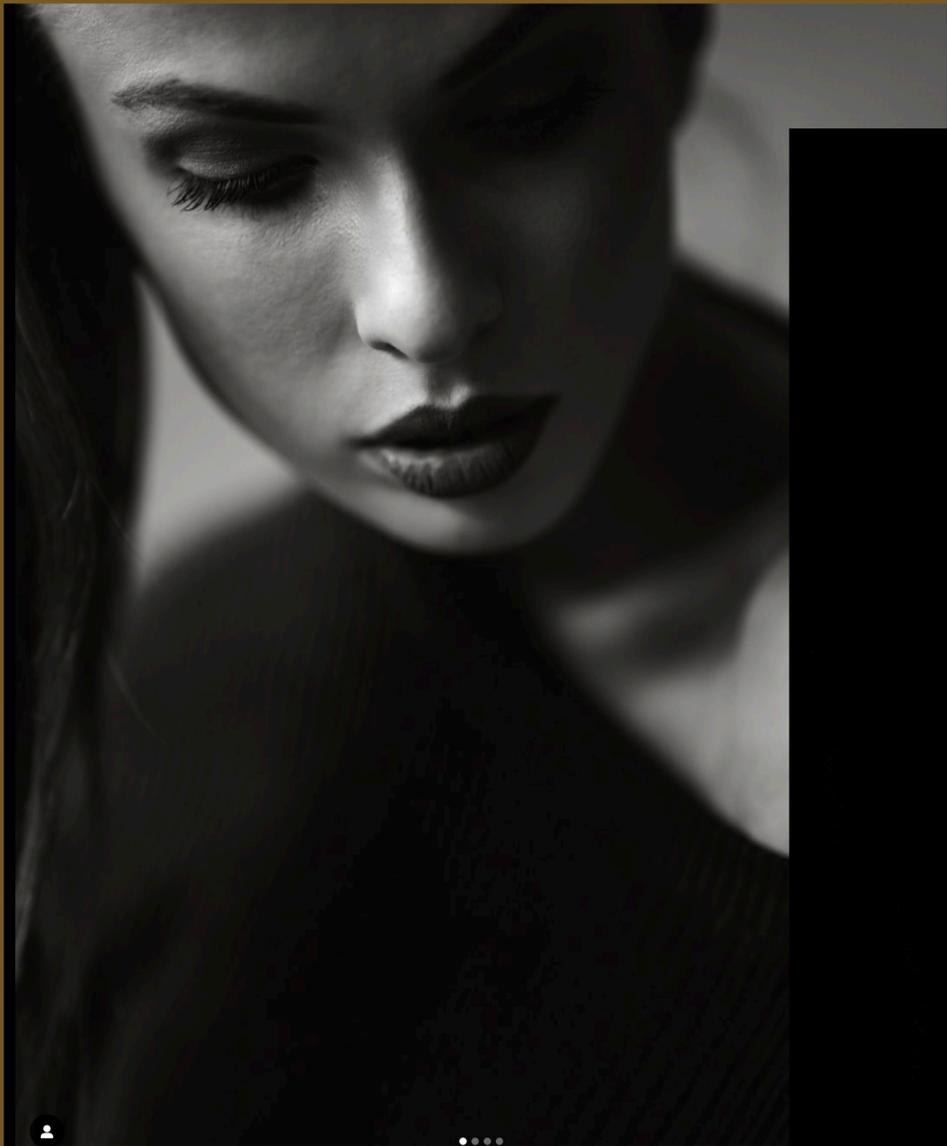
Credits go to

- Peter Coulson
- Stefan Beutler
- Peter Coulson
- Thomas Ruppel
- Peter Ulimax
- Marcel Mellema
- Anton Rothmund
- Urs Spörri
- Ralf Schilberg
- Markus Hoppe
- Monika Rath
- Niels Wagner
- Phil Sharp
- Norma Danilov
- Adam Peter Hawkings (Tom Ford)
- Aleksander Stojanov
- Martin Krastynek
- Lorzeno Taliani
- Selda Schretzmann
- Tamer Durmus
- BIKA Pilligrimi
- Frank Jackson
- Dominique Hammer
- dianneree\_ph
- Francesco Prestia
- Jan Hammerstad
- Roman Dejon
- Alessandro Tripodi
- Janko Bosch
- Thomas Berlin

# PORTRAITS

**SOME CLASSIC PORTRAITS THAT I LIKE.**

# PORTRAITS



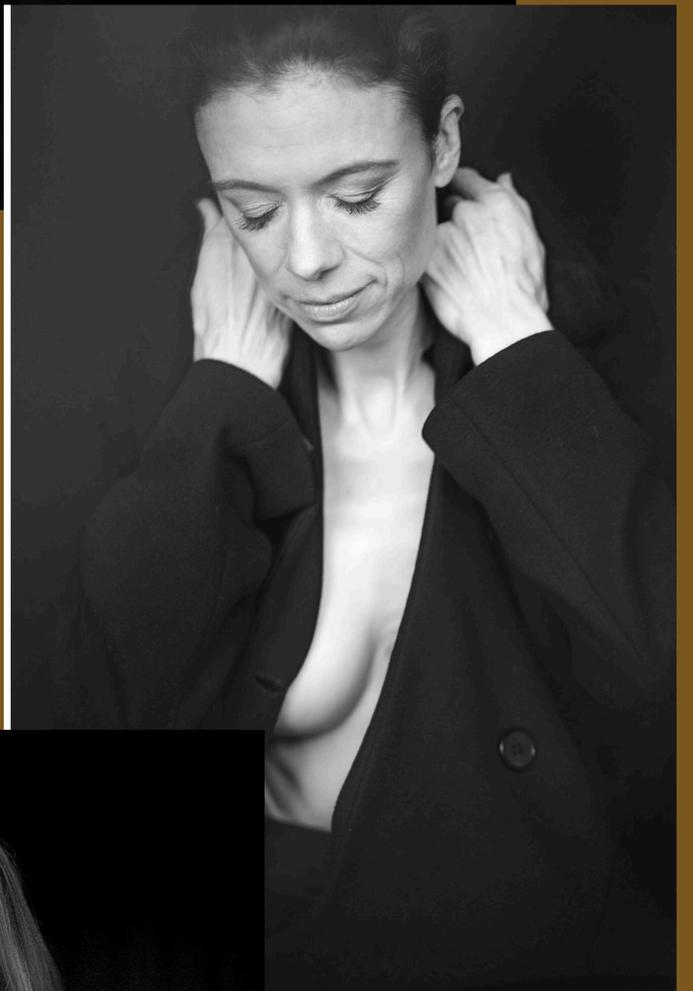
# PORTRAITS



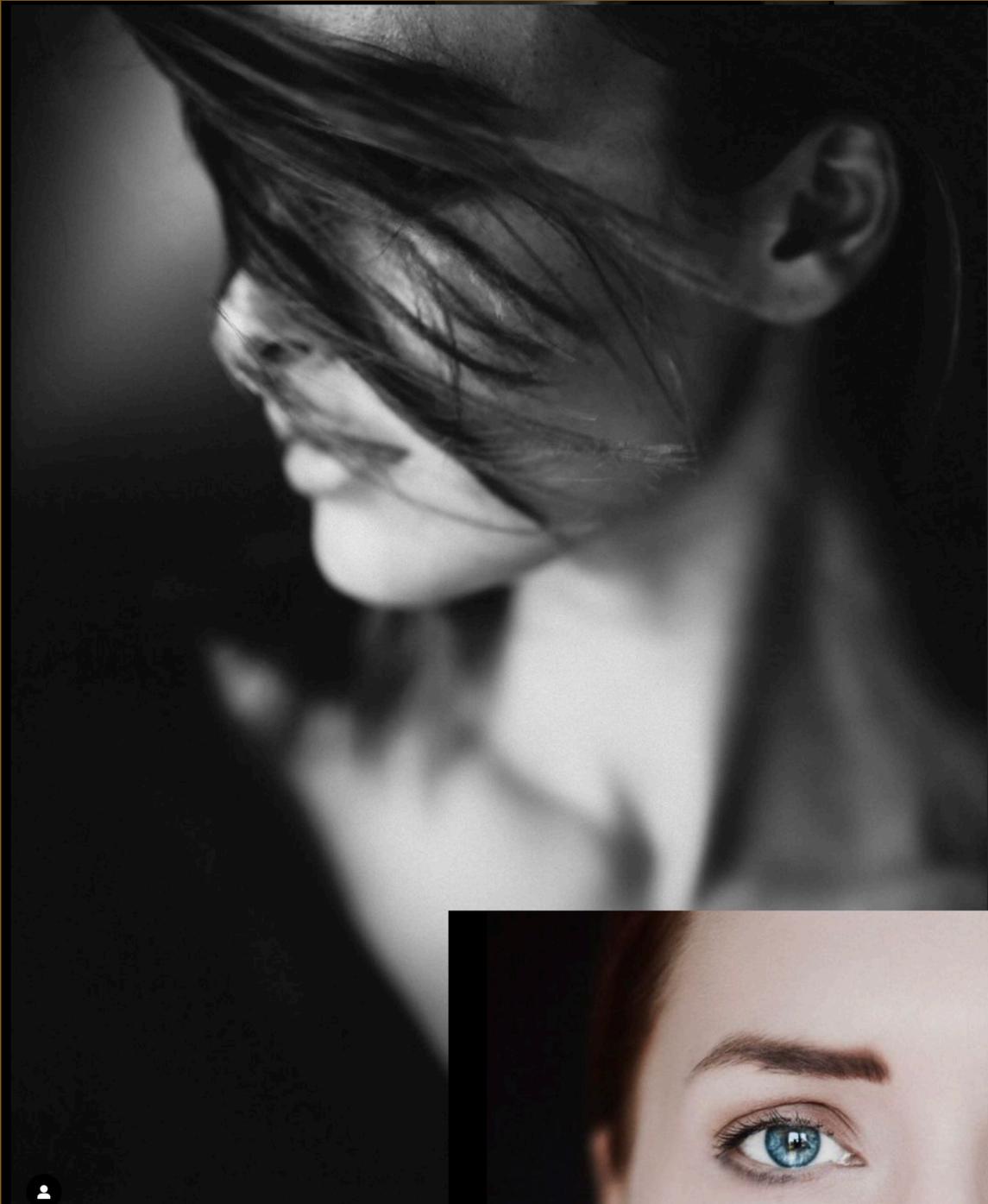
# PORTRAITS



# PORTRAITS



# PORTRAITS



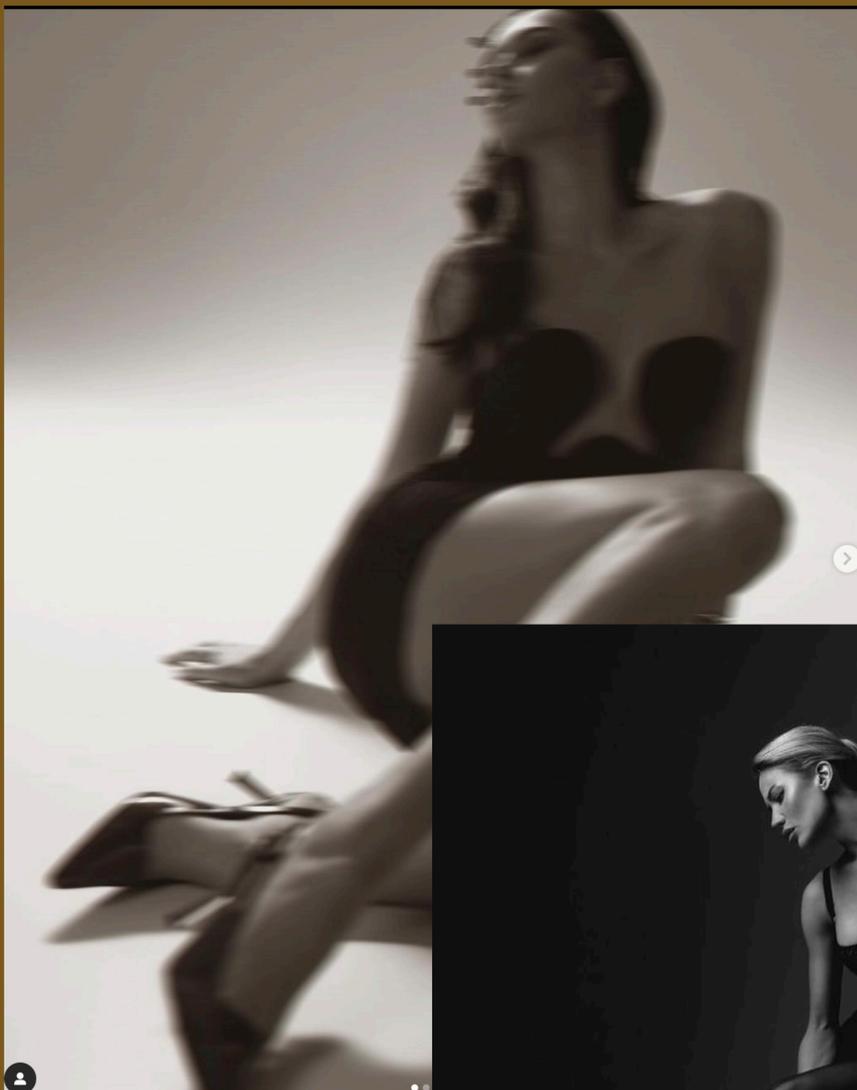
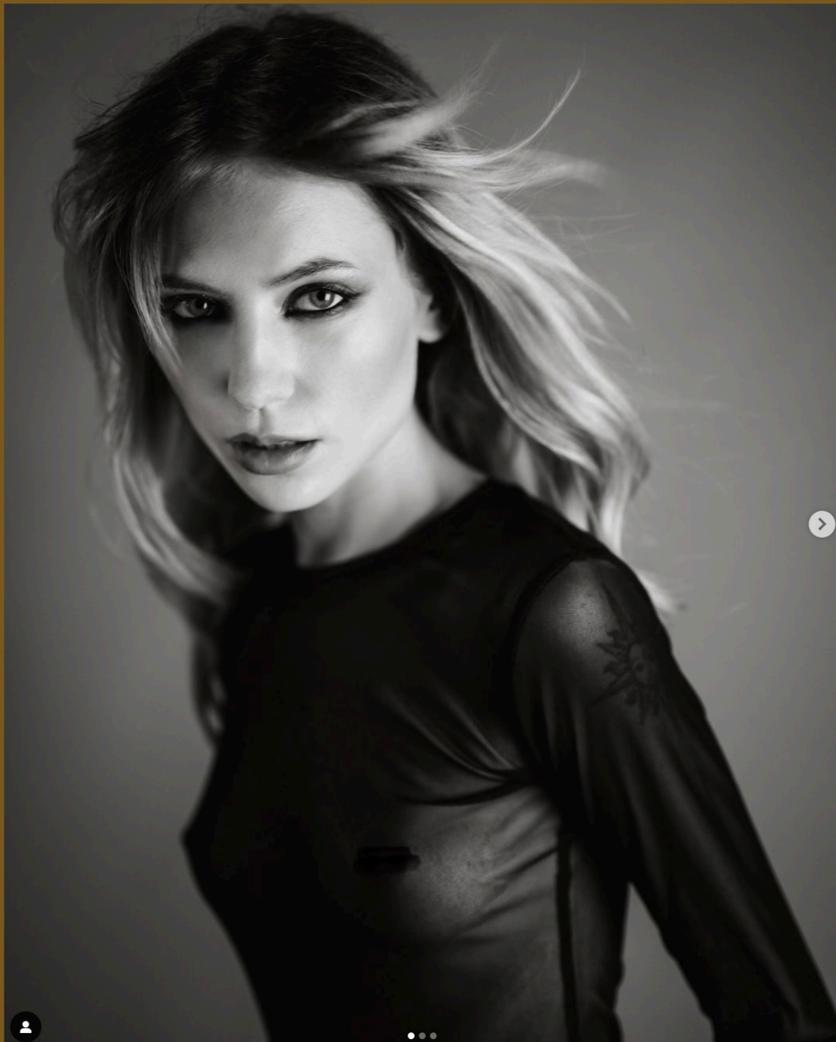
# INSPIRATIONS

**SOME INSPIRATIONS THAT CAUGHT MY EYE.**

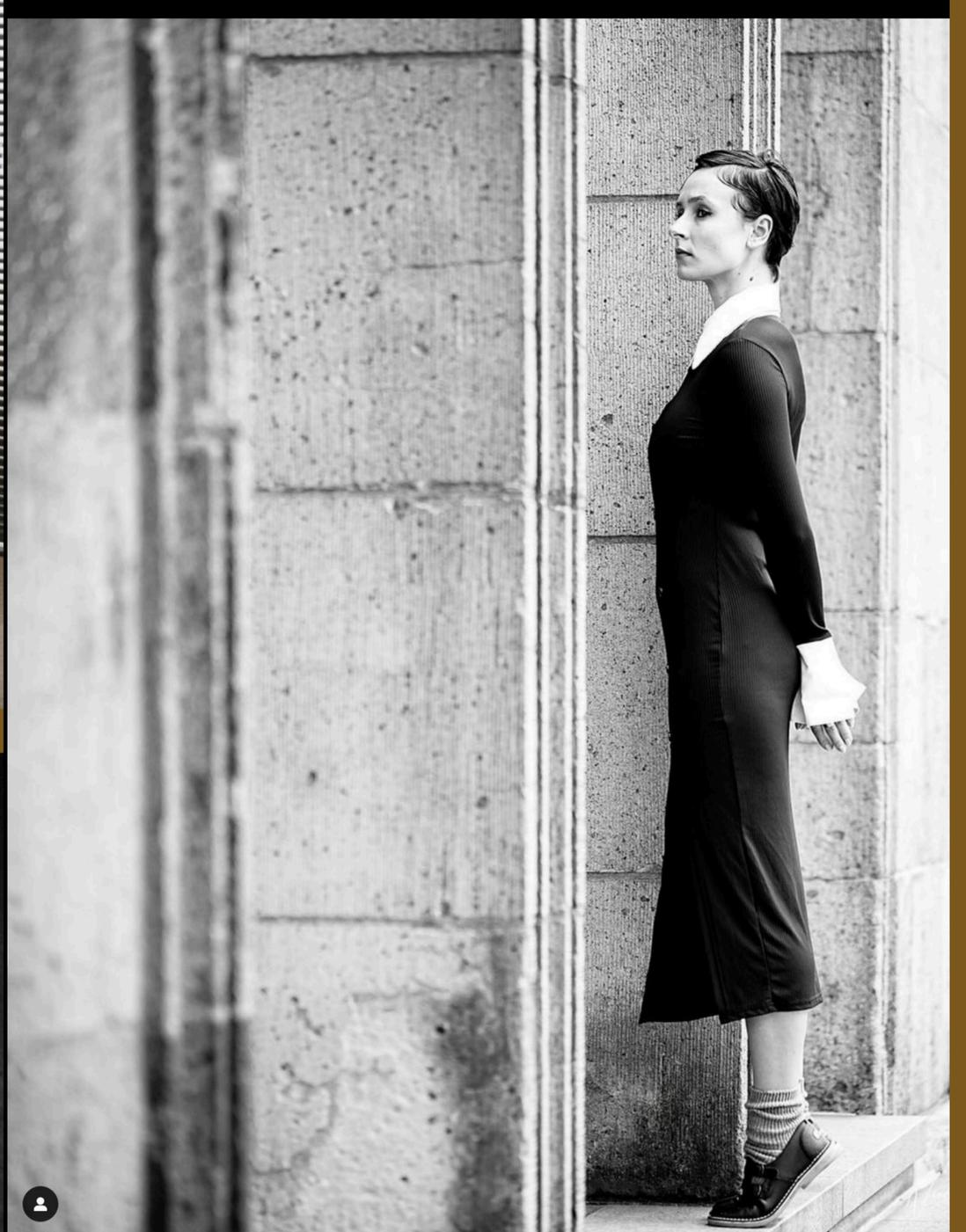
**ALSO PORTRAITS.**

**BUT MORE SCENERY, OUTFITS ETC.**

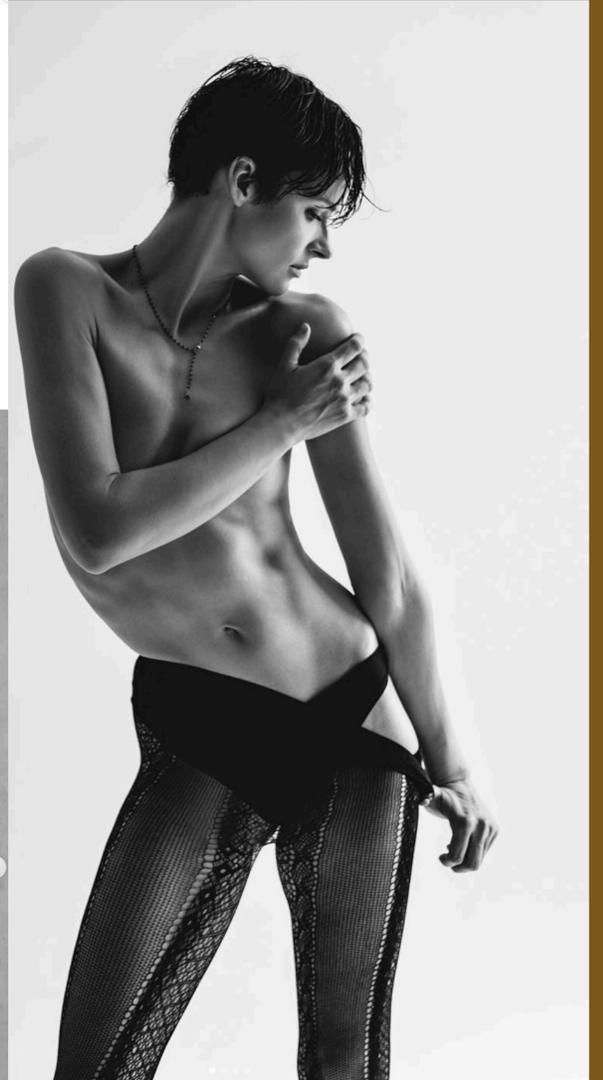
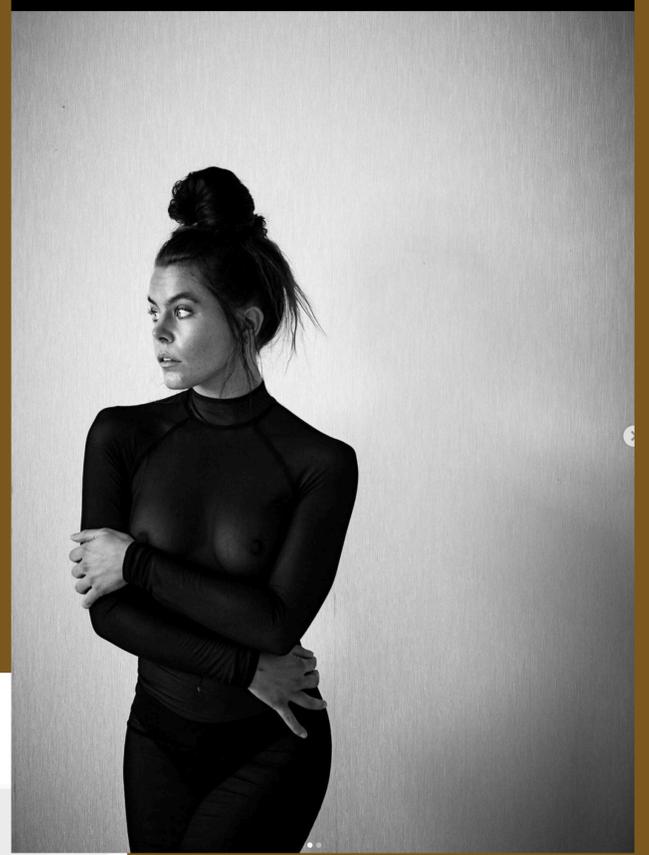
# INSPIRATIONS



# INSPIRATIONS



# INSPIRATIONS



# LOCATIONS

SOME INSPIRATIONS THAT CAUGHT MY EYE.

# LOCATIONS



22:45

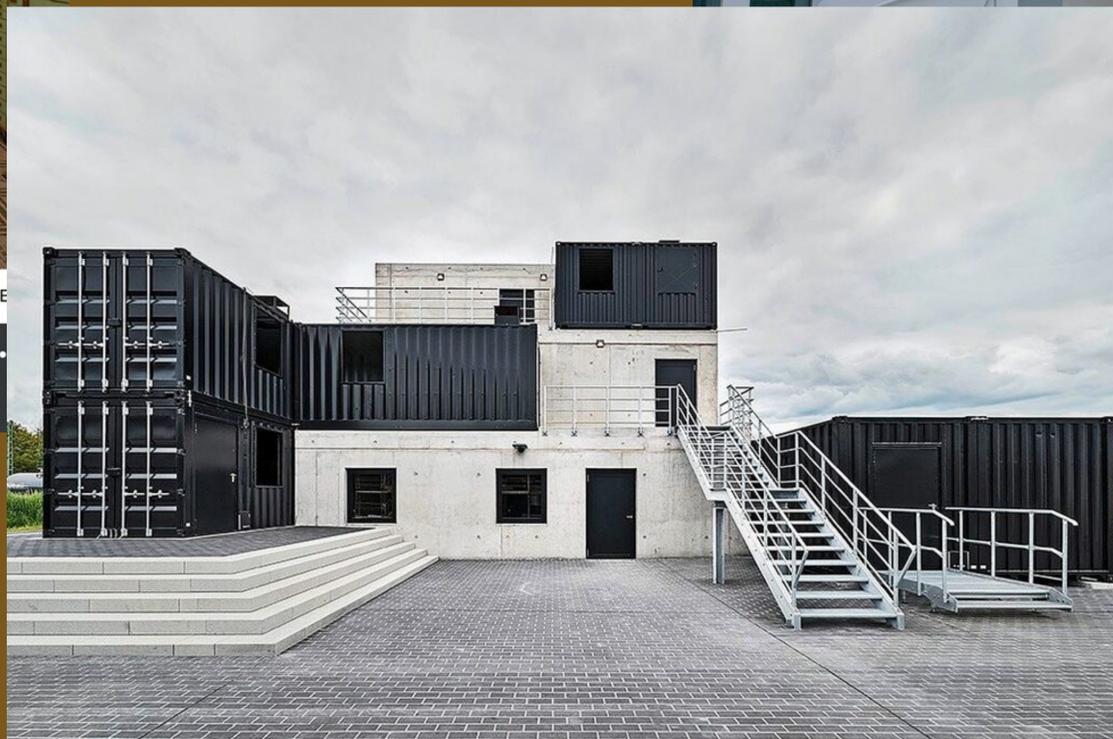
mitte.ch

### Safe-Tresor

Wo früher Schmuck und Uhren gelagert wurden, wird heute die nicht kommerzielle Schweizerische Samenbörse aufgehoben. Der intakt erhaltene Tresorraum der Schweizerischen Volksbank aus den 1920er-Jahren eignet sich für künstlerische Aktionen und besondere Anlässe.



UM ME



# LOCATIONS



# FURNITURES

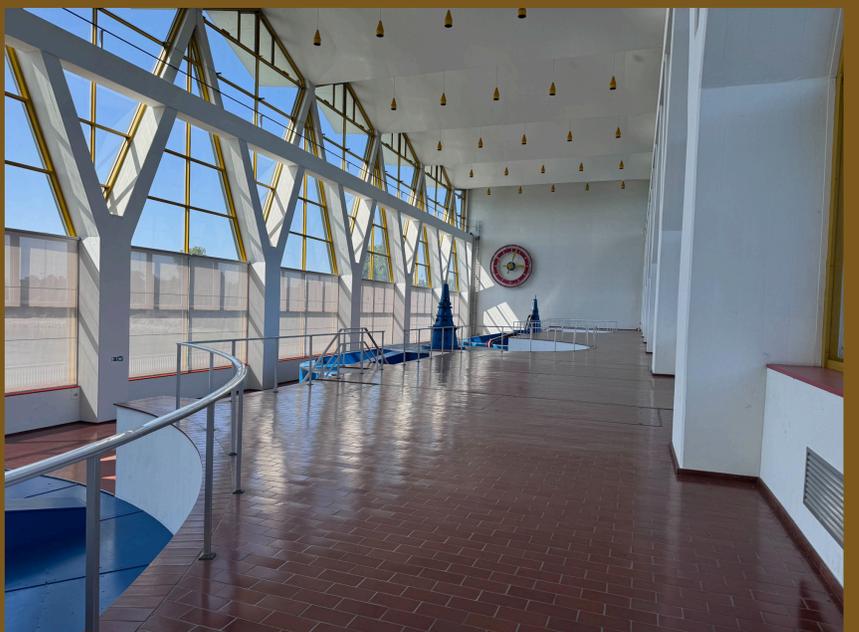
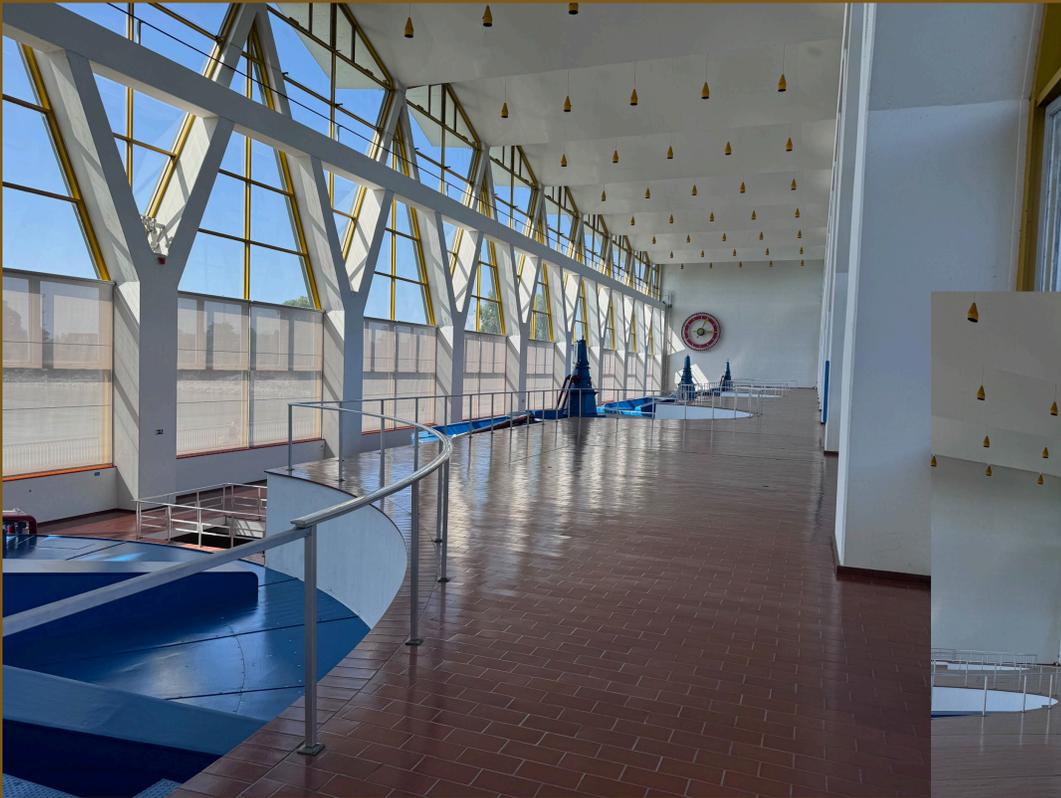


# **PROJECT POWERSTATION**

**KRAFTWERK BIRSFELDEN**

# LOCATIONS





# POWERSTATION



