

Alexander

**telling stories through photography, is probably the  
most aesthetic and sophisticated way to do that.**

Alexander von Wiedenbeck

## **a photographer's passion**

If you deeply love what you do, it is probably the most wonderful gift in your lifetime. I lost my heart & my passion in photography, or more precisely, in telling authentic but creative, fictive stories.

Whether it is a reportage with a true story behind it to discover, photographed in an authentic way and combined with the personal experience of the captured moment, or if it is an editorial or campaign, with a fictive story just out of my mind, creative and developed in a kind of art. The experience of almost two decades shaped my awareness to focus on the essentials. Creating unique photography stories for brands, agencies, aid organizations or magazines is the engine that makes my daily lifetime so wonderful.

After all, it should end up in a photograph that is lasting and valuable. A photograph that is authentic, real and honest. Characteristics that are the most important to convey a feeling. That's the aim for my photography, being authentic and honest. Creating photography that makes the viewer able to identify, recognize and most importantly, discover something worthwhile within the story - a visual expression that excited. A photograph that people want to look at a second time, again and again...



Alexander von Wiedenbeck



**editorial**  
on street in Berlin, Germany











**Sandra Pires**, singer  
for a campaign photographed in Vienna, Austria

### **inspiration**

For me and for my inspiration, I guess it is the moments in absolute silence, when I'm able to be just for myself, to hear the inner voice of ideas and abilities. So I'm sure that true inspiration is something that arises from the inside, not from the outside. It is the hodgepodge of our own experiences, what we have created ourselves, what influences us from others and maybe a little bit of everything we see and experience in life...

Probably it is comparable to a huge washing machine, which contains all of our experiences and impressions. Pack it up, wash it thoroughly and it is what is left in the end that becomes rooted... and if you're lucky, new great ideas will be created from that.

**fashion lookbook**

at a castle in Bavaria, Germany









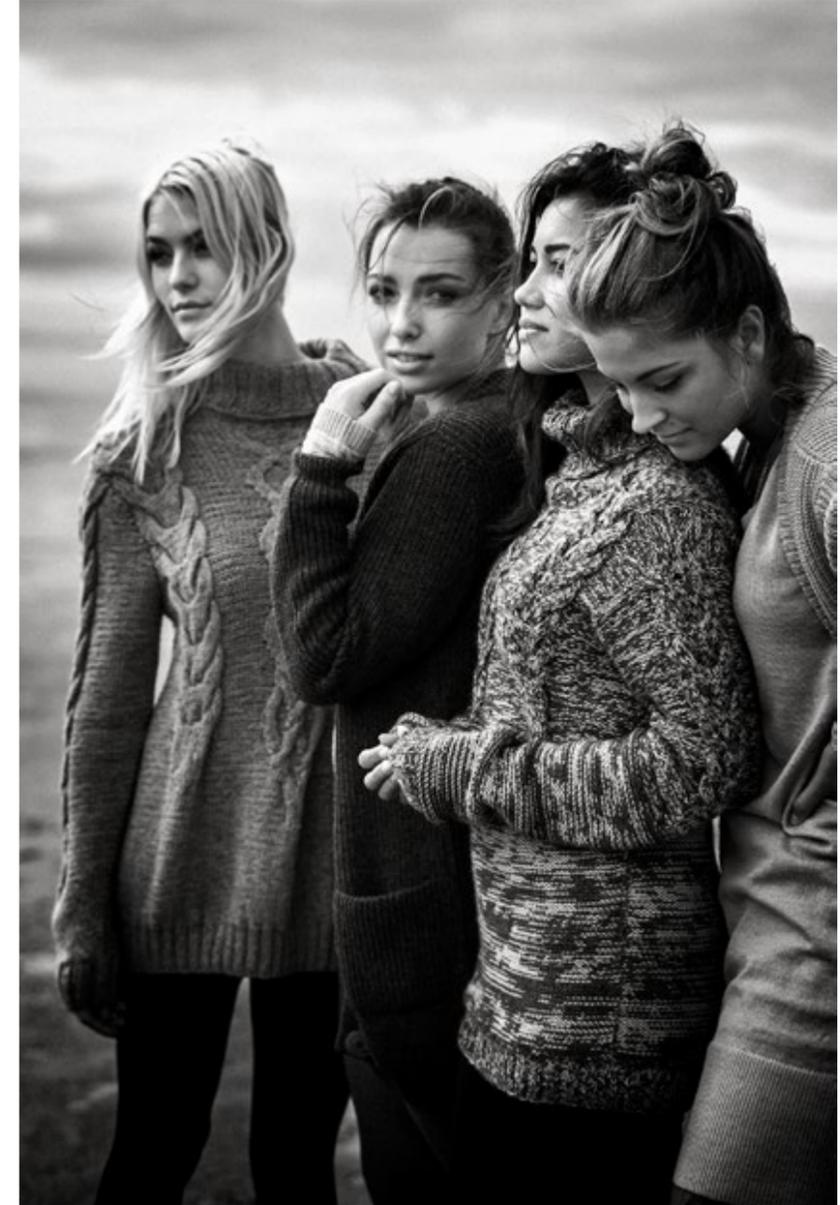






**editorial & book project**  
on the Island Sylt, Germany













## **authentic**

Today, probably one of the most important characteristics in photography is authenticity. Completely independent of the genre, it is the real, genuine and authentic moment that attracts and keeps the enthusiasm and attention of people. Conveying this effect and this authenticity through a photograph cannot be learned in my opinion, there is no study course for this. In the end, it is our own authenticity that is reflected in the photographs and that makes it possible in the first place.

Over the years, looking back at my work right from the beginning, from exciting portraits, to campaigns, to the reportages about the cemetery children in the Philippines, I was able to determine that it is the life experiences that shape and consolidate the self-image to have the knowledge about yourself. Ultimately because of this, you have the courage to show exactly who you are, without make-up, without concealing or hiding... that's authenticity and that's what it takes to transform authentic moments into lasting photographs.

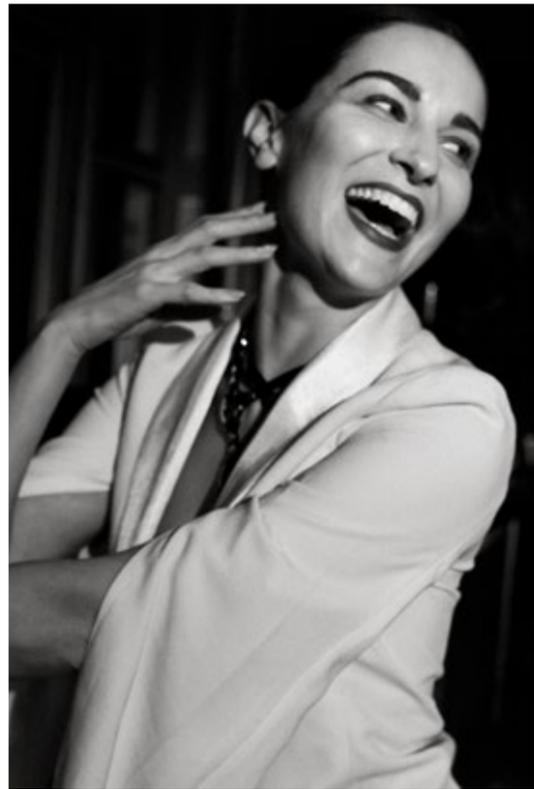
**editorial & portrait series**

at the Wintergarten Varieté in Berlin, Germany











## experience

It takes a large number of bad photographs and experiences, as well as a corresponding technical understanding from the creation of a moment through to the final photograph - printed of course. Especially because a high-quality photograph, but above all, a lasting photograph, requires more than just a 1,000 pixel post in social networks. Over the years, now almost two decades, I have been able to take numerous fantastic photographs around the globe. From extensive commissioned work with large teams at unusual locations, to small and intimate moments of a one-to-one portrait series, to the profound reportages, captured as a silent observer.

So it is the constantly growing experiences that let your own work grow and develop your own seeing and attention. It is the professional, but also the personal life experiences that shape the coming ideas and productions. Simply the holistic creation and thus the focus on the essentials - effective, sustainable and authentic.



**Rosa**, photographer and model  
for a campaign photographed in Berlin, Germany



**reportage**

about the cemetery & dumpsite children, Philippines











See the whole reportage on [www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)

## social responsibility of photography

Over the years, through all the countless photo productions with great artists, actresses, singers and musicians from Hong Kong, Paris to New York and Los Angeles, the world has given me so much good. I was able to experience intense moments, get to know great personalities, and the discovery of myself and my passion for real photography took me on exciting paths to magical places, allowing me to enjoy great and unique experiences.

With a tremendous amount of gratitude for my life so far, the idea gradually grew in me to give something back to the world, to return the favor – to make a contribution – to be sustainable and meaningful. But how, where and especially with whom? Therefore, we had written to ten German and Austrian aid organizations and offered my support...

Even much more, a vision of a pioneering project of social responsibility within (reportage) photography. After numerous discussions, reflections and comparing the tough facts, the election for the first project then fell on the Aktionsgruppe Kinder in Not e.V. from Windhagen in Germany with their projects in the Philippines. Cemetery and dumpsite children, forced prostitution of children were the words that made me freeze and moved me to start here.

In 2015, I traveled to the Philippines together with the aid organization to visit the cemetery and dumpsite children, to portray them and to photograph a reportage about their lives. Subsequently, a touring exhibition was created, in which the full profits from the sales of the exhibits and the exhibition catalog are donated to those projects in the Philippines where the photographs actually arose. It was important to me that those children, who were so willing to be photographed by me, actually benefit from it.

To date, numerous aid projects have been realized from these proceeds, such as the construction of several wells for the water supply, as well as the construction of a small school & health center in which over 100 children are taught. In the year 2018/2019 a nursery school in Dumlog could be saved with the funds. The funding of the school with nearly 200 children was in danger and I had decided without further ado to become active here. In addition to all the big projects, individual fates are also repeatedly promoted in order to show people here in Europe, how little financial effort can make a difference. In total the sales of the fine art prints and the exhibition catalog have already generated more than 50,000 euros\* in pure donations. In addition, as a result of further individual donations, which were inspired and motivated by the exhibition, another 100,000 euros\* could flow into the aid projects in the Philippines.

\*almost 150.000 euro generated aid fundings, retrieved december 2020



Further informations about the charity exhibition on [www.hope-exhibition.com](http://www.hope-exhibition.com)

**portrait series**

for the Sakcham campaign of the Women Empowerment, Nepal





**reportage**

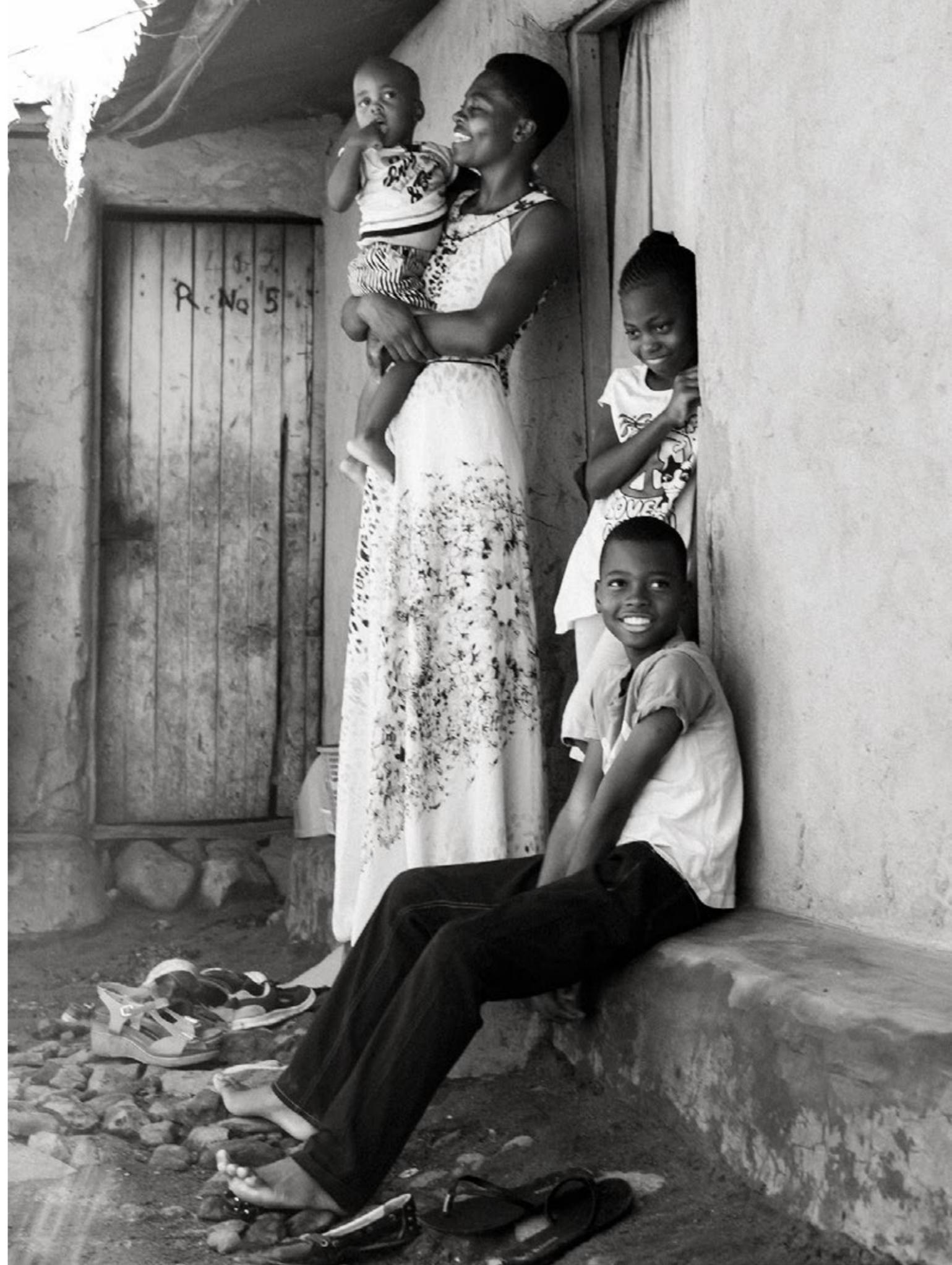
about the Women's Rights, Northern Uganda and Kenya













See the whole reportage on [www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)



**reportage**

about the refugees from Myanmar & Laos, Northern Province of Thailand















See the whole reportage on [www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)



**Eloise**, model  
for FORD photographed in Brooklyn N.Y., USA

### **awareness**

The requirement to be able to see accurately is essential to be able to take photographs, right? The gift of observation, to recognize the essentials at the moment of creation, gives the possibility of capturing a lasting photograph. The inner eye must therefore always be observant and calm, in order to receive this attention for the moment.

Regardless of whether for a reportage or for a campaign, it is this awareness that becomes a qualification for recognizing the true story and telling it through the captured moments - through photography.



**campaign & reportage**

at the Blancpain Endurance on the Circuito de Navarra, Spain



24

BL  
FNC  
MANU

ACORNELI

ACORNELI

49 150







**Jurek Riegler**, musician  
for cover and booklet photographed in Berlin, Germany

## **essentials**

In photography, the most important thing is the focus. But as far as my opinion is concerned, not so much the focus that creates a sharp image, much more the focus on the essentials, what it is about, the story behind... and there is always a story behind everything.

Ultimately, this will be exactly what makes a photograph valuable and sustainable without distraction, without a big circus around it. Only the focus on the essentials has the opportunity to convey a message clearly and unmistakably. This is what makes a photograph authentic, real and honest. Characteristics that are most important to create a feeling. Without that, it is probably worth nothing in the end.

**campaign & book project**

about the magical and silent places on the Island Sylt, Germany











See the whole campaign on [www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)



### **a photographer's journey**

Born and raised in a small village in the bavarian province, he began photography as an autodidact in the early 2000s within the advertising agency he founded and managed. Very soon, however, he discovered a photography away from the glittering and sometimes over-retouched advertising world and shifted his focus to telling genuine and authentic stories. Since then, he has been photographing reportages, editorials, portraits & campaigns and tells stories around the world, be it as commissioned work for established brands or magazines, or through his freelance projects.

In addition to various awards such as at the tifa - Tokyo International Foto Awards - or at the GoSee Award, his photo series have also been shown in numerous solo exhibitions around the world, including at the BACC in Bangkok, the inatura Museum in Dornbirn b. Bregenz, the Weltmuseum in Vienna, as well as in established houses of art in Germany.

His photography - reduced to the essentials - today is focused exclusively on capturing authenticity, but also on creating unusual, amazing moments. Telling great and lasting stories with a feeling, with a deeper insight, is perhaps what is special about his photographs.

More about Alexander on [www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)



## **alexander von wiedenbeck**

Reportage, Editorial & Campaign Photography

[alexander@alexandervonwiedenbeck.com](mailto:alexander@alexandervonwiedenbeck.com)

+49 (0) 170 2345 915

Production

BLACK BOX GALLERY® GmbH

[www.blackboxgallery.de](http://www.blackboxgallery.de)

Lithography

Atelier // Alexander von Wiedenbeck

Print & Binding

F&W Druck- und Mediacenter GmbH

Copyright 2021 Alexander von Wiedenbeck

Member of C/O Berlin Friends e.V.

[www.co-berlin.org](http://www.co-berlin.org)

**[www.alexandervonwiedenbeck.com](http://www.alexandervonwiedenbeck.com)**

