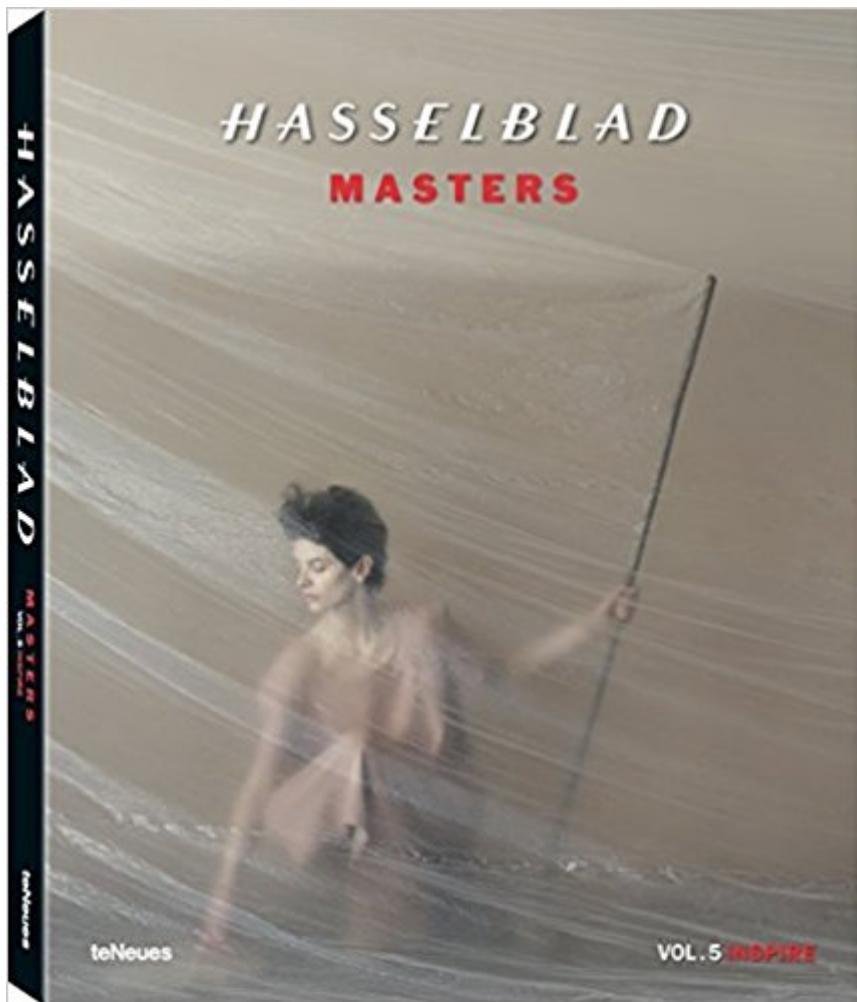


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# Hasselblad Masters: Vol. 5 Inspire



## **Synopsis**

In 2016, Hasselblad is celebrating its 75th anniversary. The leading medium format camera manufacturer has always stood for a love of photography, technical excellence, and creative vision, all in sync with the brand promise, 'Create to inspire.' The Hasselblad Masters is one of the world's most prestigious professional photography competitions and gives acclaimed professionals, as well as aspiring newcomers, the chance to make their mark in the world of high-end photography. This year's competition encouraged over 4,000 applicants to submit their work and the 10 winners were selected by an expert jury as well as the public, who were all asked to nominate their favorite images online. The selection criteria encompassed ambition, imagination, and photographic skill, and each winner and newly crowned 'Hasselblad Master' is then given the task of shooting for the book in-line with the theme of 'inspire'. In addition to the established categories such as architecture, fashion, and portrait, street/urban photography was included in the competition for the first time.

## **Book Information**

Series: Hasselblad Masters

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## **Customer Reviews**

The ten winners selected from over 400 entries in a contest held by Hasselblad are showcased in this magnificent teNeues publication: HASSELBLAD MASTERS: VOL. 5: INSPIRE. They are Swee Oh, USA, Architecture; Roy Rosovich, Sweden, Fashion/Beauty; Katerina Belkina, Germany, Fine Art; Lars van de Goor, Netherlands, Landscape; Jack Reeder, Australia, Project 21; Natalia Evelyn

Bencicova, Slovakia, Portrait; Giorgio Cravero, Italy, Product/Beauty and Food; Ali Rajabia, USA, Street/Urban; John Paul Evans, United Kingdom, Wedding; and David Peskins, Netherlands, Wildlife. It is easy to see why these photographers are winners. While these images sometimes startle, they always invite you into their world for many views. You cannot absorb most of these photographs in a single viewing. My favorite photographer is John Paul Evans. His work is why I purchased the book in the first place, having seen his series: "Till Death Do Us Part." The photographs in this book are entitled "Kings, Queens and Fairy Tales." In both these collections, Mr. Evans photographs himself and his partner Peter of many years in a series of shots associated with weddings and marriage. They are of course timely since same-sex marriage has become the law in several countries. The photographs show a sense of equality as both men are dressed identically in black suits and ties and are either in every shot together or the symbols for both of them are pictured in the photos. Aside from their starkness, these photographs are deeply emotional. And in a strange way that I cannot completely put into words, they remind me of some of the paintings of Magritte. These are photographs that I look at again and again and always with much emotion. Running a close second for my vote are the enigmatic and always gorgeous photos of Katerina Belkina who says she based them on the fairy tales of Grimm. I am particularly enamored by the two photos on pages 56 and 57 as well as the portrait on page 60. The series of dreamy photographs of trees (complete with a heart on one of them) by Mr. van de Goor takes on the quality of paintings and always move me. He says that his biggest inspiration is light and that he prefers "slightly foggy/misty morning with a little sunshine and diffused light." I would argue that he achieves his goal. These are my three favorite photographers. Someone else of course will have other favorites since what we all like in art is subjective and depends on a lot of elements, including what we ourselves bring to the subject. In addition to these beautifully printed photographs—anyone familiar with teNeues knows that this company prints exquisite books—each photographer, in addition to his or her photo, has also a brief Bio, Awards/ Exhibitions, On Becoming a Hasselblad Master and their "Inspirations" in the "Masters" Portfolio and Interview section. I admit that I didn't read all the information about these ten artists. I chose rather to take in the beauty of the images and let them speak to me rather than have the artist tell me what he or she wanted to achieve. This book of 240 pages of stunning photographs that are roughly 11 x 14 inches weighs in at 5/4 pounds. You get your money's worth on this one.

Loved it! Every page is an epic vision of a photography master. If you're not inspired this book will

do the job.

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