



*"Pictures are emotional things—that's an important quality of my photography. I believe every person has an aura to be portrayed and respected. I grew up in Europe, in an environment where contrasting cultures are in very close proximity. Having access to different experiences piqued my curiosity about people and places, and I think my clients appreciate that. Whether I'm shooting editorial work or advertising, I approach the work the same way—I look for the story, the reality, the humanity of the situation. Although I let go of the pictures when I send them to clients, they remain part of my emotional experience."* Jürgen Frank

Jürgen Frank doesn't impose concepts or manipulate his subject when he takes a photograph. He would much rather be surprised. He approaches a shoot with an open mind and eager curiosity that enables each picture to tell its own story.

Such spontaneity is best achieved through preparation. Jürgen listens carefully to assess his clients' needs and does extensive research before each shoot. He visits locations ahead of time to take in proportions, composition, light, and background.

Once the shoot begins, Jürgen is a loaded spring, ready to jump in any direction. His relaxed energy puts people at ease and encourages them to be themselves. He watches, observes, and responds to moments as they happen. Through his empathetic lens, the essential nature of his subject is revealed.