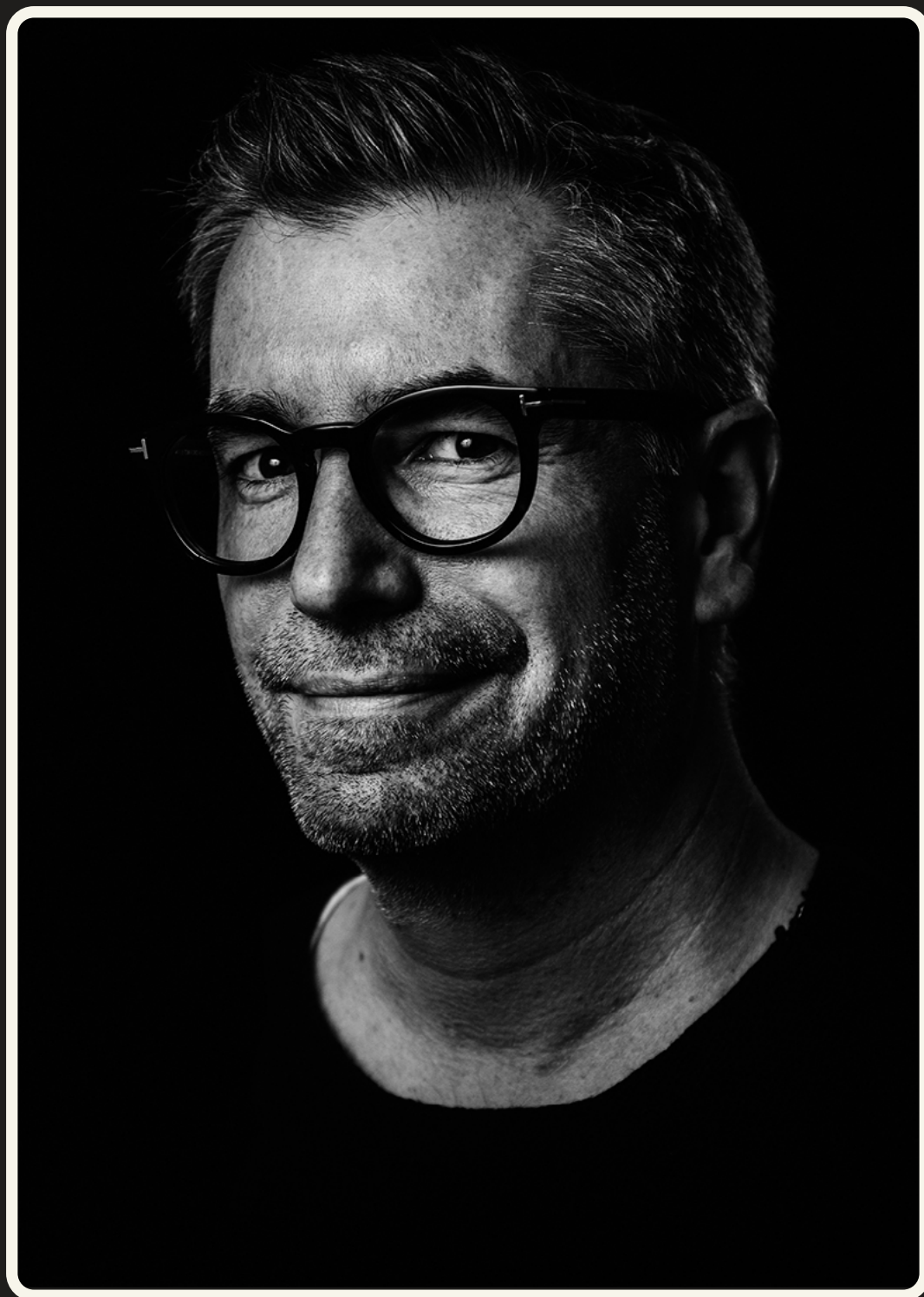




florian w. mueller



**LECTURES,
WORKSHOPS,
MASTERCLASSES**



COME WITH ME, I'LL SHOW YOU SOMETHING!

My name is Florian W. Mueller, I am a freelance photographer and Creative Director in advertising and art. Preferably both in one. I work all over the world, alone, in teams, on large and small projects.

Together with other creative minds, I like to question the status quo, look for new perspectives and think outside the box. I love what I do.

My work has been published and decorated with awards ([p. 12](#)) here and there and exhibited ([p. 11](#)) there and then. I get excited when clients want to try something that a hundred photographers haven't done before.

More about me and my work: florianwmueller.com

And I am happy to share my knowledge and experience:

I led the first "Porsche Photography Masterclass" in Malaysia and I give lectures, workshops and masterclasses worldwide.

Among other things, I take great pleasure in teaching the topic of "creative car photography", which involves, for example, combining the vehicle and its surroundings in the best possible way and using creative photographic techniques such as multiple and long exposures and the creative workflow in the post production.

Thank you very much for your interest in my work.

florian w. mueller

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LECTURES, WORKSHOPS, MASTERCLASSES



Would you like to learn from an internationally awarded photographer?

Not only technique, but also about the ideas behind award-winning images and the fusion of photography and art?

Here I am: I love to talk and discuss about photography and it is always a pleasure to work with interested people in workshops and masterclasses.

No matter where in the world, I like to be looked over my shoulder and show my photographic interpretation of reality and imagination.

And I help you find your way to better, more interesting and new images.

Learn tips and techniques from me. My courses will inspire, inform and transform the way you capture images.

I will share my experiences and tell some inside stories behind the pictures to enable you to establish your own identity as a photographer. Including advice, tips and tricks on the vital elements of composition, emotion and authenticity, and how to effectively combine them to enhance your work.

But my courses are not about teaching you to photograph the way I do. It's about getting the most out of the environment, your imagination and your camera to produce your own pictures. It's about learning to think out of the box. Not to follow the beaten path.

**OK, ENOUGH JEDI-PADAWAN-TALK!
MY GOAL IS THAT YOU UNLEASH YOUR OWN CREATIVITY WITH YOUR CAMERA.**

This includes rediscovering your own visual habits, leaving familiar perspectives to create striking and unusual images.

You'll get a deep dive into the techniques, compositional tactics, and underlying philosophies of my work.

Whether you are an amateur or a professional photographer - My workshops will help you develop your photographic knowledge and skills, as well as your sense of the right staging of subject, light and composition.



Lecture at »horizonte zingst« photography festival, baltic sea



Porsche photography masterclass, Penang Island, Malaysia



EXAMPLES OF MY WORK

On the following pages, you'll find sample images from my car photography portfolio. These shots are not only a showcase of my work but also serve as valuable examples for the photography workshops I conduct. Many of them were commissioned projects where I assumed the dual role of photographer and creative director.







AND NOW LET'S CREATE SOMETHING OUTSTANDING TOGETHER!

For more extensive examples, not limited to car photography alone, please explore my website at florianwmueller.com/work/.

I invite you to take a closer look and delve into a broader spectrum of my work.

On the following pages I outline possible workshop offers. See you soon!





IT'S NOT ABOUT THE GEAR, IT'S ABOUT YOUR MIND...

Most of my pictures were not created with a great amount of technical effort. Instead, they are based on an idea, an image in my head.

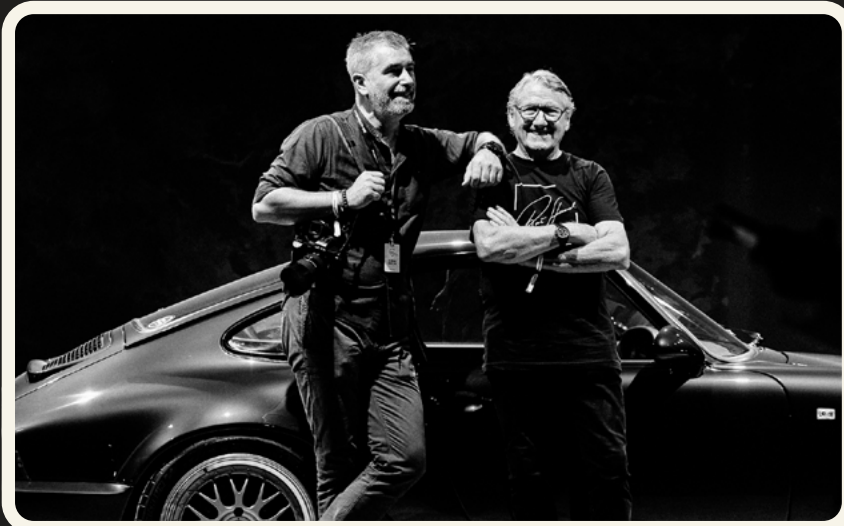
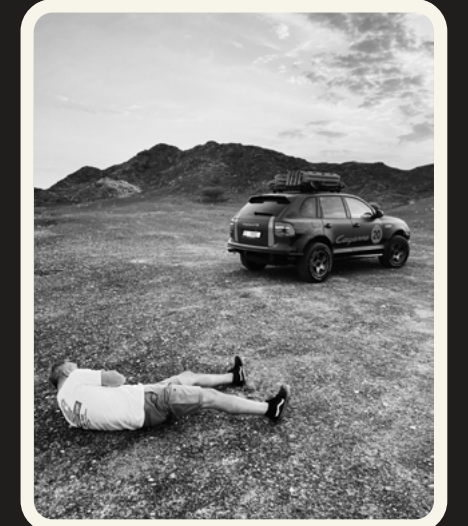
Or the question of what I can get out of my camera apart from just pressing the shutter release.





SOME BTS

Because it's always fun to sneak behind the stage and look behind the curtain! Find more [here...](#)





That's actually where it always starts. Whether workshop or masterclass, first I show a few works and the respective thoughts, backgrounds and ideas to the images.

A lecture can also stand on its own and be integrated into an event, for example. So the audience can look behind my pictures and learn why I did what and how.

EXAMPLE: CREATIVE CAR PHOTOGRAPHY

Focus, content:

Interactive lecture about exceptional car photography for advertising campaigns, free projects and artistic works by me.

What are the ideas behind the images? How is a project developed? What are the challenges and how are the often internationally awarded works created?

Car photography, particularly in the realm of creative and artistic expression, presents a multitude of challenges. One of the foremost obstacles is capturing the perfect moment, often requiring precise timing and coordination. Lighting, weather, and environmental conditions are additional factors that can either elevate or hinder a shoot. Overcoming these challenges demands not only technical expertise but also a profound passion for the subject.

However, it is these very challenges that often lead to internationally awarded works. Whether it's conveying the raw power of a sports car or the elegance of a classic vintage model, photographers delve into the design philosophy, brand identity, and historical context to craft images that resonate with viewers on a deeper level.

I take you on a journey behind images, campaigns and last but not least, how my artistic and free work is also reflected in the images of a campaign.

Duration:

Approx. 1,5h including Q/A and discussion.





A workshop is usually a short, 1-3 days intensive educational program for a relatively small group of people. For me, there is a maximum of 12 people in a workshop.

We focus on basic techniques and ways of expression with the camera. Tasks are solved and pictures are taken even in small groups, which are later discussed in the group.

Post-processing on the computer is also part of it.

EXAMPLE: CAR PHOTOGRAPHY IN AVAILABLE LIGHT

Focus:

How do I find an exciting image composition? The focus is on creative image creation, dynamic image composition and setup, interaction of environment/daylight and car.

Including digital post-processing (Capture One, Adobe Lightroom) and image selection.

Participants:

Max. 12

Schedule:

Day 1:

Morning (10 am) Meeting, getting to know the participants and Florian W. Mueller.

Intensive introduction to the topic “Creative Car Photography” by Florian W. Mueller and outlook on the workshop.

Noon: Lunch and preparation for the shooting, departure to the location (or lunch already takes place on location)

Rest of the day: Shooting! In between change of location

Day 2:

Very early morning (7am) Shooting on location

Morning (11am): Debriefing of the shooting day and morning, outlook to digital post-production

Noon: Lunch

Afternoon: Joint editing and post-production of the final selected images

Evening: Dinner together

Required:

- Basic knowledge of photography and a (photo) camera.
- Basic knowledge of digital image processing (Adobe Lightroom or Capture One, Adobe Photoshop)
- Either own camera (Digital camera of any type with the possibility of manual setting (programs P, A, S, M, for Canon/Pentax: P, TV, AV, M). Or a camera will be provided by Leica for the duration of the workshop
- A tripod is essential. Those who do not have one can get a tripod from the organizer.





The premium stuff. You already know the technical basics of photography. The offer of a masterclass is aimed at photographers who are looking for a challenge in a 2-5 days course.

Masterclass participants usually already have fairly advanced knowledge but want to learn directly from me as an expert. My masterclasses have a maximum of 6 participants, so I can deal with each one individually and for each participant it will be a personal experience.

A masterclass includes more days of shooting, post-processing and discussing the images. And as a crowning finale, there is a small exhibition of the best works of the participants. Because nothing is more rewarding than your own picture, professionally produced and hung on the wall.

EXAMPLE: CREATIVE CAR PHOTOGRAPHY IN AVAILABLE LIGHT

Focus:

Extraordinary works of art with cars. Intensive workshop in a small group on the topic of car photography in available light with a focus on creative image composition, dynamic image composition and composition, interaction of environment/location and automobile.

What are the ideas behind the images? How is a project developed? What are the challenges and how are the often internationally awarded works created?

Including creative photographic techniques such as multiple exposure, long exposure and artistic post-production.

Participants:

Max. 6

Required:

- Basic knowledge of photography and a (photo) camera.- Basic knowledge of digital image processing (Adobe Lightroom or Capture One, Adobe Photoshop)
- Either own camera (Digital camera of any type with the possibility of manual setting (programs P, A, S, M, for Canon/Pentax: P, TV, AV, M), or a camera will be provided by Leica for the duration of the workshop
- A tripod is essential. Those who do not have one can get a tripod from the organizer.

Schedule:

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Noon: Lunch and preparation for the shooting, departure to the location (or lunch already takes place on location)

Rest of the day: Shooting! In between change of location

Day 2:

Very early morning (7am) Shooting on location Morning (11am): Debriefing of the shooting day and morning, outlook to digital post-production

Noon: Lunch

Afternoon: Joint editing and post-production of the final selected images

Evening: Dinner together

Day 3:

Morning (10 am): Final get-together, further tips & tricks, lecture and exchange on the topic of image presentation.

Noon: Lunch, afterwards exhibition of the own pictures. Friends and relatives of the participants are welcome!

Participants take their own finished pictures with them (approx. 80 x 60cm, laminated or framed).





SOME EXHIBITIONS

2023

- "EQUILIBRIUM", solo, Leica Gallery, Wetzlar, GE
- "California Dreaming", group, Porsche Brand Store, Stuttgart, GE
- "Open Space Gallery", Kasernenstraße / Flingerstraße, Duesseldorf, GE
- "Touché Politiken der Berührung", group, Chaussee36, Berlin, GE

2022

- "Von seltenen Wesen und seltsamen Winkeln (Of rare creatures and strange corners)", Solo, Leica Gallery, Stuttgart, GE
- "Aufschlag #13", Group, BFF, Hamburg, GE
- "Drive2Extremes & more", Solo, Deutsches Automuseum, Schloss Langenburg, GE

2021

- "Icons of Porsche", Event by Porsche Middle East, Dubai, UAE
- "Neglect", Solo exhibition, LEICA Gallery, Zingst, GE
- "FUTURE PERFECT", Group exhibition, BFF, Hamburg, GE
- "HOPE", Group exhibition, AOP (Association of Photographers), London, UK
- "Aufbruch", Prince House Gallery, Mannheim, GE

2020

- "Close By" (BFF), European Month of Photography, Berlin, GE
- "Bilder einer Ausstellung", Prince House Gallery, Mannheim, GE

2019

- "BFF Progressiv State of the Art", Hotel Vier Jahreszeiten, Zingst, GE
- "50 Years BFF, Das bleibt", Stuttgart, Berlin, Hamburg GE
- "AOP Awards", One Canada Square, Canary Wharf, London, UK

2018

- "Curator's Choice", Prince House Gallery, Mannheim, GE
- "Timeless", Porsche Exhibition, Shanghai Photofairs, Shanghai, CH
- "Shifting Elements", Solo-Show, Prince House Gallery, Mannheim, GE
- "Cityscape", Gallery Blankwall, Athens, GR
- "Utopa International Design Exhibition" in Zhuzhou, CH
- "Portfolio ShowCase", Center for Fine Art Photography, Fort Collins, CO, USA



SOME AWARDS

2015 - 2023 (Selection)

- 4x among the “200 Best Ad Photographers worldwide 2022”
- 1x Gold & 3x Silver at the A’Design Awards 2022
- 9x among the “200 Best Ad Photographers worldwide 2021”
- Silver at the 2020 Awards of the AOP (Association of Photographers) in London
- 1x Silver & 2x Bronze at the PX3 (Prix de la Photographie Paris) 2020
- Gold at the Gregor Calendar Awards 2020, best photography calendar
- Bronze at the Japan Calendar Awards 2020
- 2x Gold at the 2019 Awards of the AOP (Association of Photographers) in London
- Honor Award (highest Category) at the AIA LA Awards 2019 (American Institute of Architects, Los Angeles)
- Category Winner (Architecture & Interior) at the Spotlight Awards 2018
- Best of Category Award & 7 x Finalist at the AOP Awards 2017
- 3x Gold in the BFF (The Professional Assoc. of Freelance Photographers & Film Creators) magazine
- Silver at the PR Awards 2018 Singapore
- Silver & Bronze at the PX3 (Prix de la Photographie Paris)
- 5x Silver & 3x Bronze at the One Eyeland Photography Awards
- Gold & 2x Bronze at the Moscow International Foto Awards
- Gold, Silver & 2x Bronze at the Tokyo International Foto Awards
- 2x Gold, 2x Silver & 2x Bronze at the A’Design Award & Competition, Italy
- Finalist at the Sony World Photography Awards

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SOME VOICES

“Florian W. Müller’s works are always surprising, always different. His desire to experiment, mixed with the fun of the unconventional and spiced up with a touch of anarchy, is what makes his work so special.

What at first glance might appear to be a happy chaos in the end result, is precisely not that. Florian W. Mueller’s works are an emotional, spontaneous and intelligent reaction to the overflowing and rich imagery of the present. But that’s not all: His pictures - packed into very aesthetic and beautiful pictures to look at - are commentary, zeitgeist and point of view at the same time.”

Edda Fahrenhorst, Curator, 2019

“... and exactly these blind spots and impossible points are the essential field of work of Florian W. Müller. All in all, his work is a challenge for the mind and the subconscious. They can be located somewhere between digital collages and conceptual art and make an amazing contribution to contemporary photography.”

Johann Schulz-Sobez, Prince House Gallery, 2018

“New Era fortifies Porsche’s vision of the future. We highlight the complexities between reality and dreams through the works of commissioned artist, Florian W. Mueller. His series, Multivision, applies his signature abstract style to create multi-layered pieces of superimposed Porsche cars against Shanghai’s cityscape, engaging viewers to unravel the endless possibilities of Porsche.”

Porsche China, Press Release

A recurring theme in Mueller’s work is the creation of abstract images from landscapes and structures. In this regard, Mueller’s role is between painter and architect, taking imperfections from raw images and forming them into new worlds. The physical transparency of these alterations belies their thematic opacity, which encourages the viewer to pause and piece together Mueller’s process. Mueller obliges in revealing the emotional heart of his work, as he skillfully melds moments of mystery and intrigue with flourishes of contrasting colors and the intersecting lines of his superimposed structures.”

Press release Agora Gallery, New York, 2016



CONTACT

Now it's your turn: If there's something I can do for you, whether you'd like to take part in a workshop yourself or you'd like to plan an event with me for others, get in touch.

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DON'T BE SHY - SAY HI!

