



florian w. mueller

PHOTOGRAPHY - CREATION - THINKING







# Photography, Creation, Thinking



**Hi, nice to meet you.**

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My name is Florian W. Mueller, I am a photographer.

In addition to my work as an artistic photographer, I am active worldwide as an advertising photographer and creative director. Together with other creative minds, I like to question the status quo, look for new perspectives and think outside the box.

My work has been published in a bunch of nice magazines and books. Just to mention a handful:

Aesthetica Magazine / Architectural Digest / New York Journal / Galore Magazine / GEO / National Geographic USA / LEICA LFI Magazine and many more.

And I received some nice awards for what I love. What a gift...

Like 2x Gold, Silver and a category award at the AOP Awards (Association of Photographers) in London, 3x Gold in the BFF Magazine, Silver & 2x Bronze at the Prix de la Photographie Paris (PX3) in Paris or the Honor Award, which is the highest Category at the AIA LA Awards of the American Institute of Architects in Los Angeles and I have been awarded over 15 times as one of the best advertising Photographers worldwide by Luerzer's magazine.

My work has been exhibited in galleries in Paris, London, Berlin, New York, Shanghai, Zhouzhou (China), Düsseldorf, Cologne, Athens, Venice, Lisbon, Köping (Sweden) and in June 2018 I was accepted into the Center for Fine Art Photography in Colorado, USA.

After various stints as a set/stand photographer on film productions and various commissions from advertising agencies, I matured the desire to develop and establish my own independent form of photography to broaden the context of photographic and artistic practice. Influenced by another professional aspect of my life, communication, multi-layered and ambiguous images emerged over time that virtually demand interaction with the viewer.

I run my own podcast "Shuttertalk" where I chat with colleagues about points of view, ideas, backgrounds, personalities and the stories behind the pictures.

In 2017, I led the first "Porsche Photography Masterclass" in Malaysia and give lectures and workshops worldwide.

Thank you very much for your interest in my work.

*florian w. mueller*









# SOME EXHIBITIONS

## 2023

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

## 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
- "Utopia International Design Exhibition" in Zhuzhou, CH
- "Portfolio ShowCase", Center for Fine Art Photography, Fort Collins, CO, USA



# SOME AWARDS

## 2015 - 2023 (Selection)

- Silver at the A'Design Awards 2023
- 4x among the "200 Best Ad Photographers worldwide 2023"
- 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

# SOME PUBLICATIONS

Aesthetica Magazine / Fubiz / Architectural Digest / New York Journal / Galore Magazine / GEO / Magazine Issue 206 / ProfiFoto / Silk Road Dreams / PHOTOGRAPHIE / National Geographic USA / LEICA LFI Magazine / Juxtapoz Magazine / Creative Boom / GEO Special / Thy Magazine / Psychology today / AAP Magazine / Portfolio Showcase Mag / PLAIN Magazine / and many more.

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# SOME PRESS REVIEWS

*"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