

victor

BY HASSELBLAD



online 03.2011



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EDITORIAL



As the world's top chefs know, the way food is presented is an essential ingredient of any meal – a fact that is just as important for food photographers. To immortalise the exquisite creations

produced by the 24 young chefs participating in the **Bocuse d'Or 2011** newcomer talent competition, Hasselblad was present as one of the official suppliers. All the official portraits and food images recorded during the cooking marathon were taken with our cameras. Being the birth place of haute-cuisine, France was naturally the most perfect host for this event – an event where high-end cuisine met high-end Hasselblad cameras. The market for food and still life photography is not only larger in France, and particularly in Lyon, than virtually any other place in the world, but it is also the most demanding: The expectations are high – as high as with the food.

I was very impressed by the dimensions of the Bocuse d'Or and the verve of the contestants and the audience. The competition took place in a hall seating 2400 people, and each contestant was provided with their own, small kitchen. Of course, there was a very good reason for choosing Lyon: the nearby town of Collonges au Mont d'Or, is home to Paul Bocuse, the 85 year old culinary master. Among the top chefs of French cuisine, Bocuse has been awarded three Michelin stars every year since 1965. The Bocuse d'Or competition that he launched in 1987 is the most prestigious of its kind in the world. The ideals that Paul Bocuse, the winners and the competition backers have in common can be easily defined: They all share the same **values** – values that we at Hasselblad can fully relate to: creativity, rigor and innovation, commitment to passing on their skills, and a passion for fine food and art de vivre.

Just how exciting a glimpse at other parts of the world can be, is also evident in Joachim Schmeisser's pictures of orphaned elephants in this issue of VICTOR online. The German photographer's interest for these animals came about by chance: His son was given a David Sheldrick Wildlife Trust sponsorship as a gift. On the cover of VICTOR online, you can see just how well little Kibo the elephant is doing. Starting on page six you can see even more portraits of these gentle Kenyan animals, taken by Schmeisser with his H3D-31. Limited edition, large format prints of his monumental black & white images are being sold in support of the David Sheldrick Wildlife Trust – a good example of the kind of positive impact photography can have.

I hope you enjoy reading, viewing and experiencing this issue of VICTOR online!

Yours,
Uwe Moebus,
Managing Director Hasselblad Germany
and Hasselblad France

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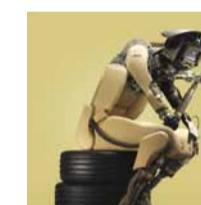
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Hasselblad Master Dirk Rees has broad experience in the production industry across film, advertising and documentary. His fashion shots are a testimony to his joy of experimentation and are highlighted by a distinctive, cinematic aesthetic.

HASSELBLAD USA A NEW WEBSTORE WITH A BROAD RANGE

In collaboration with authorized dealerships, Hasselblad USA has launched a new and comprehensive online store at www.hasselbladusastore.com. The Hasselblad USA webstore offers all photographers living in the United States more options and accessibility to the best dealers, services, and support in the high-end camera market. Each of these photographers can set up a Hasselblad USA store account, for which an authorized Hasselblad dealer becomes their local support resource.

"After hearing feedback from the photography community, we came up with the webstore initiative in order to provide photographers with the best products, services and assistance," Tom Olesen, President, Hasselblad USA, explains. "Now, photographers with access to local authorized Hasselblad dealers can take advantage of having both strong local support from their dealer and



factory support from Hasselblad USA. Photographers located in areas of the country with no local alternatives now have a direct outlet to Hasselblad, so they will experience the best service and assistance when making a significant investment in high-end camera equipment." By cooperating with authorized businesses, Hasselblad USA offers faster turn-around times and simpler, more direct purchasing options for all U.S. based clients. This collaboration presents customers with two essential advantages: short term convenience and long-term support. ■ www.hasselbladusastore.com

At the Bocuse d'Or newcomer cooking competition, Jeff Nalin used an H4D-40 to take the official portraits and food photos



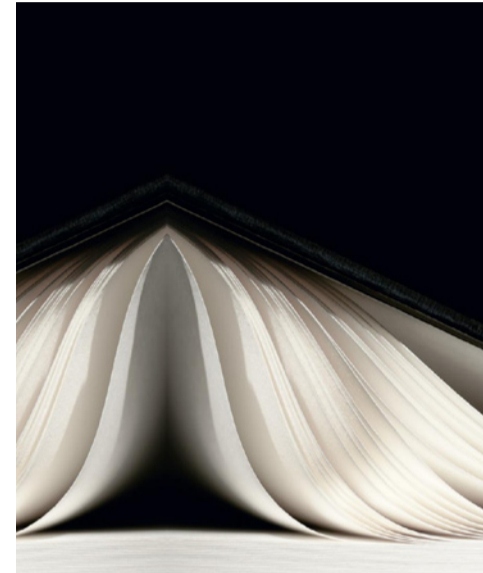
OFFICIAL SUPPLIER HASSELBLAD AT THE BOCUSE D'OR 2011

On January 25 and 26, the French city of Lyon hosted the Bocuse d'Or young talent cooking competition, where Hasselblad was one of the official suppliers: All the cooking marathon's official portraits and food photos were taken with Hasselblad cameras. The competition, launched by French Master Chef Paul Bocuse in 1987, gives young chefs the chance to put their talent to the test. This year, there were 24 participants from 24 different countries. They had 5 hours and 35 minutes to cook a meat and a fish dish, using the official 2011 Bocuse d'Or products – Scottish lamb, monkfish, crab and Scottish langoustine. At the same time, the dishes had to reflect the gastronomic culture of their different countries of origin.

"Cooking and photography show many parallels. Both arts combine passion, creativity, precision and handcraft, as well as the need for perfect equipment," Uwe Möbus, Managing Director Hasselblad Germany and Hasselblad France, explains. "Hasselblad is proud to be the official supplier of the Bocuse d'Or. We enjoy working in our own studio there, side by side with our Lyon area partner Carré Couleur, featuring Jeff Nalin, one of the most popular photographers of the high-class culinary scene, who used his Hasselblad camera to portray the most famous chefs de cuisine for his book 'Scènes de Chefs'." The fact that Scandinavia produces not only great cameras but great cooks as well, was impressively clear at this year's Bocuse d'Or: Rasmus Kofoed from Denmark took first place, Tommy Myllymäki from Sweden, came second, and Gunnar Hvarnes from Norway, third. ■ www.bocusedor.com



HOC HASSELBLAD OWNERS' CLUB 2/2011



Hasselblad users all over the world exchange news on the Hasselblad Owners' Club (HOC) site. At the end of February, registered users chose a new Photo of the Month, taken by David Orr. With this picture, the American photographer prevailed over the strong competition. We will fully introduce him in the April issue of VICTOR online. ■



Jeff Nalin photographed the three Bocuse d'Or winners from Scandinavia with Master Chef Paul Bocuse (left); jury member and head chef Tetsuya Wakuda (above)

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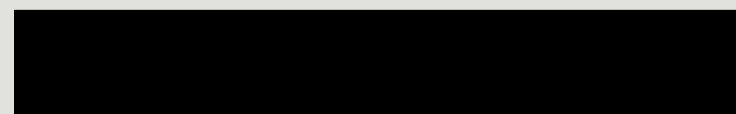
HASSELBLAD

Taking Photography Further



JOACHIM SCHMEISSER

Getting up real close, German photographer Joachim Schmeisser used an H3D-31 to take poignant photographs of orphaned elephants in Kenya. His monumental black & white images reveal every detail down to the smallest wrinkle, and show the thick-skinned animals' sensitive as well as playful sides – as they waltz merrily in the mud.

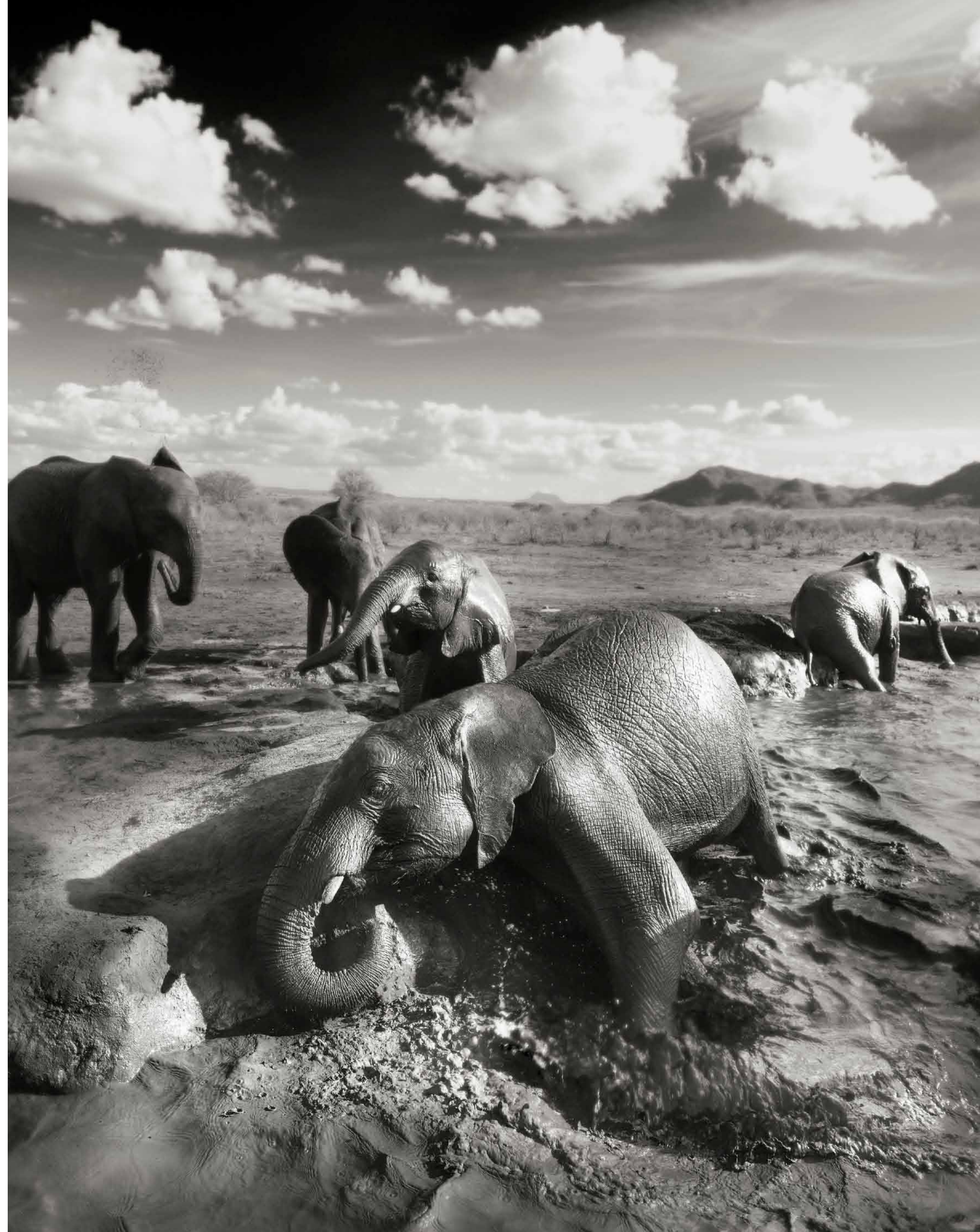




Young elephants are brought up at the David Sheldrick Wildlife Trust's elephant orphanage. The youngest orphan Joachim Schmeisser photographed there was just three weeks old (left)



The two year-old Sabachi lives at the Ithumba midway station in the Tsavo East National Park (above); the elephants in Tsavo East enjoy a mud bath in the midday heat (right)



This image of dozens of elephants waltzing in the mud in the midday heat, is a composition of various pictures that Joachim Schmeisser took at the Tsavo East National Park with his H3D-31





Schmeisser photographed the elephants in very quiet moments (above) – and at play. “Pushing” is one of the thick-skinned animals’ favorite pass times (left)

Time to head home: with his H3D-31 Schmeisser captured the young elephants as they walked back from the bush to the Nursery Station at the Nairobi National Park





To protect their still very sensitive skin from the burning African sun, the two young elephant orphans dust each other up after a mud bath



Chance brought Kenya's orphaned elephants to the attention of German photographer Joachim Schmeisser: his son was given the sponsorship of the young elephant, Kibo, as a gift. In transit through Nairobi some time later, Schmeisser decided to visit Kibo at the elephant orphanage run by the David Sheldrick Wildlife Trust. It was an overwhelming experience, triggering a close relationship with the charity organization, which has allowed him to visit the elephants various times, getting up real close to take photographs. "Each of these animals has its own personality just like humans do. My aim and challenge was to capture and convey a glimpse of the elephants' souls," Schmeisser explains.

But it was not the only challenge Joachim Schmeisser faced in East Africa. "The 'little' elephants are like little children – completely unpredictable and constantly on the move. What's more they're very fast and usually head in a direction other than the one you want," he recalls. "The optimal position and expression gets decided in a hundredth of a second. And out in the bush light conditions are often extremely variable and bad." Yet, even under these difficult conditions, the H3D-31 allowed Schmeisser to get atmospheric, poignant and precise images of these agile animals, who spend their first two to three years at the Nairobi animal shelter before being sent for a further two to three years to Kenya's Tsavo East National Park, where they get acclimatized to the wild. From six in the morning till late at night Schmeisser kept the young elephants company.

The broad expanses and sparse vegetation of the East African landscape provided the photographer with the perfect backdrop for his pictures; the intensity of black & white give the images their monumental

Using his H3D-31, Schmeisser documented the certainty that bodily contact is important for the young elephants – whether it's bantering, smooching, hugging or pushing

Schmeisser photographed this atmospheric picture of the keeper, Amos, with his young charges (below) and a young elephant at Tsavo East National Park (right)



feel. "Because I love minimalism, I consider black & white the best way to concentrate on the essential. Only black & white achieves that kind of dramatic effect," Schmeisser says, describing his preference when using the H3D-31, the first medium format camera he has ever owned. "Working with a medium format in situations where quick exposures and lens changes are required is always rather exciting. Technically speaking, however, the work proved unproblematic. The Hasselblad's handling and auto focus are exceptional."

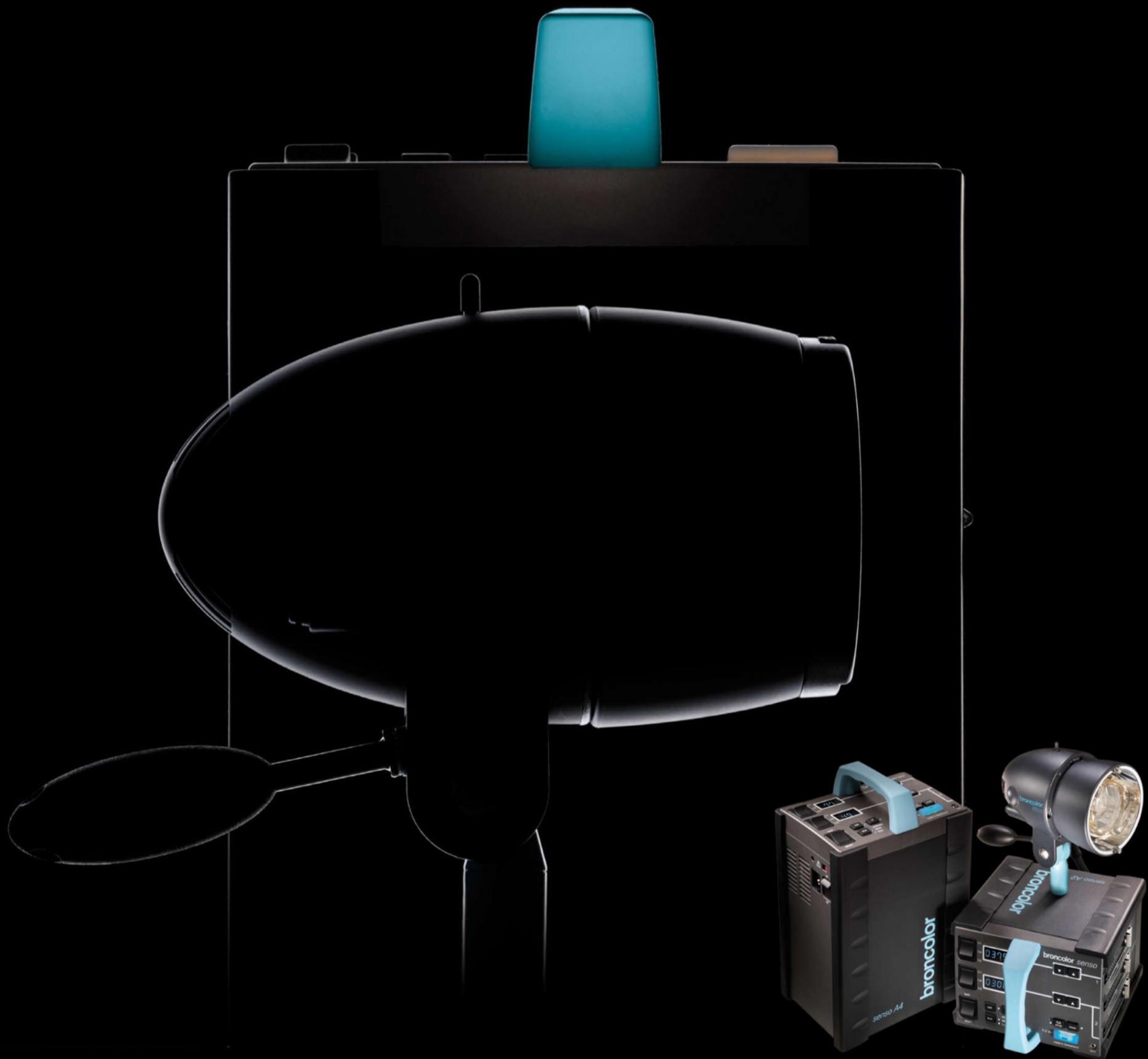
In addition, the German photographer appreciates the high resolution and detailed precision the H3D-31 can achieve. "I love extremely large formats. The portrait of 'Kibo' is a limited edition of five prints, size 150 x 200 cm – and you can count every tiny hair. That's only possible with a Hasselblad," Schmeisser, who wants to use his pictures to support the work of the David Sheldrick Wildlife Trust, explains. The images of orphaned elephants are on sale in limited editions on the website of his representative office (www.immagis.de) – part of the proceeds go to the Trust. In addition, large format prints of his elephant pictures were auctioned last July at a special charity event organized with *immagis* in Munich/Germany. On that occasion, 14,000.- Euro were raised for the David Sheldrick Wildlife Trust.

The intense time with the elephants was a life-changing experience for Joachim Schmeisser. After more than 25 years in commercial photography he is setting himself a new focus. "Taking photos of people is inspiring and moving, and it's just the same with animals," Schmeisser explains. "I'm totally convinced that they have souls just like we do. I suggest that anyone who doesn't believe that go pay a visit to the elephant orphans in Nairobi!"



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