

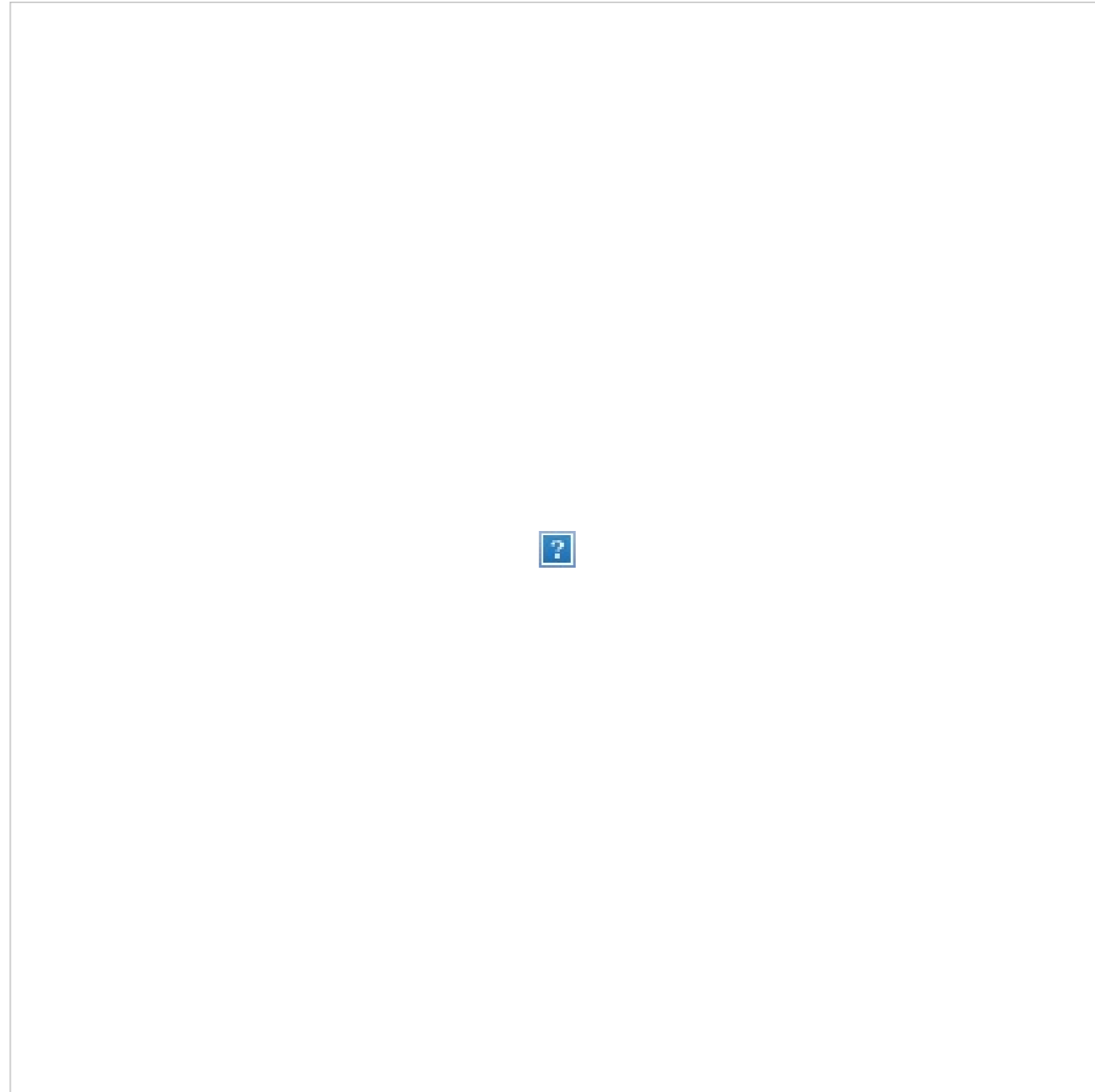
REAL PEOPLE INSTEAD OF CLICHÉS

Preferably depict locals who do not meet stereotyped clichés. These people have rough edges and convey their role in a credible manner.



AUTHENTICITY INSTEAD OF ORCHESTRATION

The onlooker can experience the true Austria in authentic situations. The persons depicted look natural, as if they had not noticed the camera. Moments are not staged for the camera, they simply happen.



IN ACTION NOT POSING

Movement is not absolutely essential. A calm look into the distance is sufficient to convey Austria's magic charm. Importantly, no situation should appear artificial.



SINCERE EMOTIONS INSTEAD OF HOLLOW EXCESSIVE GESTURES

People on a journey to a new self need not necessarily look deeply serious or lost in thought. Positive, energizing moments are equally able to provoke new thoughts. This is why we depict genuine emotions that you can experience on a holiday in Austria.



UP CLOSE AND PERSONAL INSTEAD OF FAR OFF IN THE DISTANCE

The people depicted should be close. The onlooker should not only discern, but more or less also be able to feel them. This reinforces the invitation to become a part of the captured moment.



TURNING PEOPLE TOWARDS THE ONLOOKER INSTEAD OF JUST SHOWING THEIR BACKS

A rear view lets you step into the role of an observer – which is what participatory photography is all about.

If the persons depicted turn round, they are automatically closer to the onlooker. This is a personal moment you are drawn into. It helps you identify with the person being featured.

In our world of images, both is possible.

