



Action Beer

author // Hellmut Neugebauer
GER
photo // Duisburg, GER



My goal to achieve with this work named "Action Beer" is to find a new interpretation of beer and food in general. Foodstuff can definitely be energetic and full of action, too. Therefore, what I am trying to do is to tell a story with a single shot, instead of just taking a picture showing the object. It has to be different at first sight. The photo must be alive. That's why I am choosing names awaking emotional feelings such as "Schwanensee" or "Rock'n'Roll".

It feels like composing a piece of music when I am combining action, foot, and emotions to capture it in a picture. To my mind this is a totally new dimension of photography. And this is pure energetic work.

www.hellneu.de

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