

**INSIDE
STORY**

They're in the frame

In the age of the digital camera, it takes real originality to make an impact. So which of photography's new generation has got that special touch? **Rankin** tells us



Peter Funch

Denmark
www.peterfunch.com

REPRESENTATION

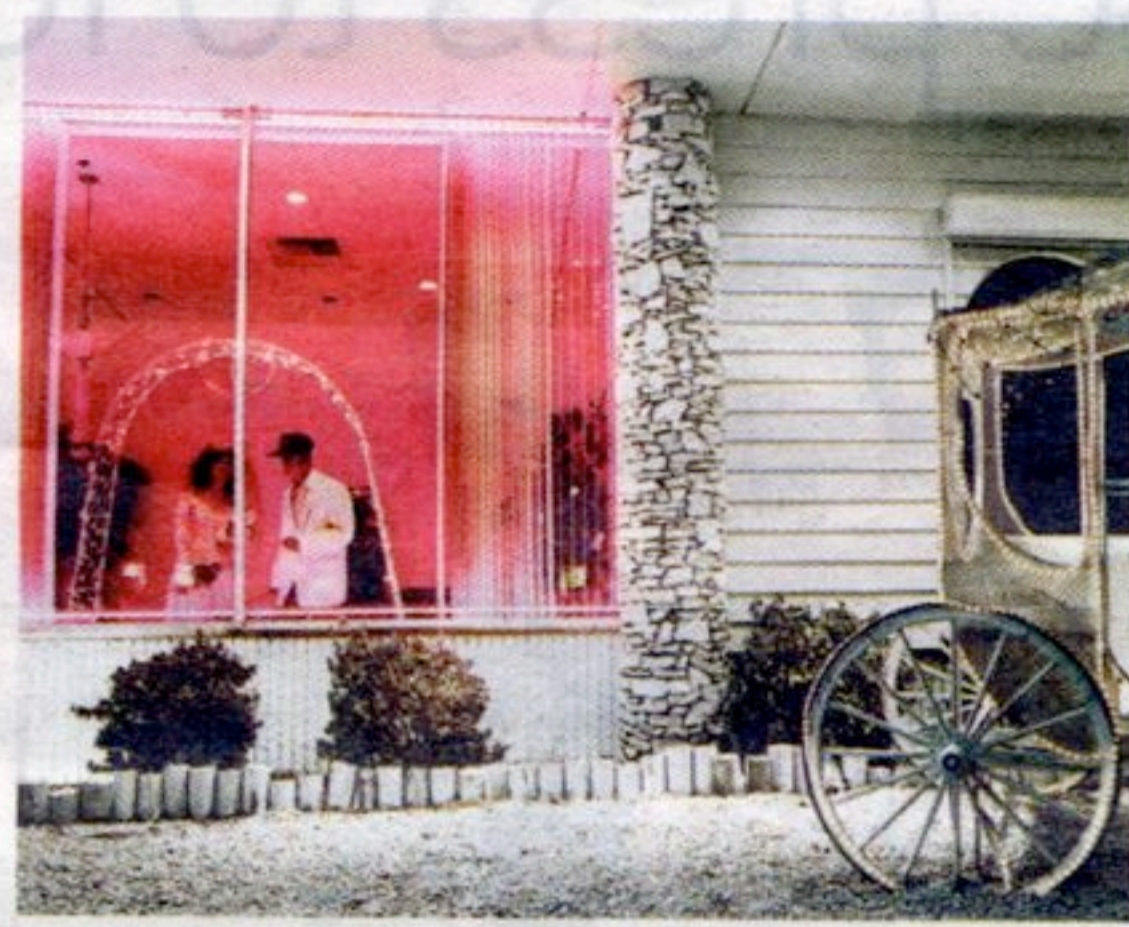
Levine/Leavitt, New York; Bonakdar Cleary, London; Blink Production, Copenhagen

CLIENTS

Aids Foundation, Air Greenland, Axe, Jack & Jones, Lee, Sony Bravia

STYLE

Peter Funch first made his



name as a photojournalist and is now moving into creative imagery with sophisticated, conceptual campaigns. His work combines perceptive social commentary with a cinematic visual language.

RANKIN'S RATING

With Peter I felt that his work was exceptional documentary.

I don't know how much of it is posed and how much created, but he seems to have an incredible ability to structure images and place people in a really natural way. His work is so varied. He has these great landscapes and he also did the bouncing balls shot for Sony Bravia, which I just love - it's just genius.

Sonja Mueller

Germany
www.sonjamueller.org

REPRESENTATION

Klaus Stiegemeier, Hamburg

CLIENTS

Feld Hommes, Fleurop, GQ, Malteser, MAXI, Mercedes-Benz, Nike, Spex, T-Com, Telekom Austria, Wonderbra

STYLE

Preferring the fresh, unspoiled beauty of untrained models, Sonja Mueller combines movement, technique and a sense of purpose to achieve distinctive shots for lifestyle and fashion imagery.

RANKIN'S RATING

When you look at fashion photographs again and again, it's hard to find an image that you haven't seen before. So I remember when I see something that I'm a bit jealous of.



Sonja does that. It's that ability to create an iconic image without it looking unnatural.



Phil Toledano

United Kingdom
www.ptoledano.com

REPRESENTATION

Art Department, New York

CLIENTS

Absolut Vodka, Coca-Cola, Details, ESPN, Esquire, Federal Express, GQ, Intel, Kodak, The New York Times, Jack Spade, Johnnie Walker, Vanity Fair, Wallpaper*

STYLE

Philip Toledano's bizarre studio scenarios are surreal and conceptual, his metaphorical creations always leaving space for questions.

RANKIN'S RATING

He was probably my favourite out of all the photographers that I looked at. I loved the fact that though he was working on corporate images they really made me laugh. There was one image where he's covered in a suit made of plastic dolls and babies - it's just hilarious. He has a brilliant eye for space.



Annie Collinge

United Kingdom
www.anniecollinge.com

CLIENTS

Amelia's Magazine, Good for Nothing magazine, The Guardian Weekend, Marmalade magazine, O magazine, Time Out, Sleazation, The Sunday Times Magazine

STYLE

Annie Collinge uses characterisation to build tragicomic fashion and editorial scenarios. Her stories capture human dramas and desires with a sharp photographic wit.

RANKIN'S RATING

There's a lot of people down on



Annie Collinge because out of all of these photographers she looks kind of the least experienced. I felt Annie had a sensitivity to her work that you don't see that much. She's such a simple photographer: her work is not complicated. She is not technically perfect but when you look at her photos you get a really lovely feeling.

The above participated in the New Photographers 2007 initiative organised by Getty Images www.gettyimages.com/np



David Ellis

United Kingdom
www.davidellis.co.uk

REPRESENTATION

Terri Manduca, London

CLIENTS

GQ, The Independent, Marie Claire, NME, Samsung, Smirnoff, Spin, The Sunday Times, Vodafone

STYLE

David Ellis's innovative use of lighting and a conceptual approach to composition has seen him establish a strong



portfolio across all genres, from portraiture to reportage and fashion.

RANKIN'S RATING

He does these beautiful cinematic shots that feel like film stills. It looks like there's a story within them. I think that with really good photographers you're left thinking what happened before and after the pictures were taken. That's what these do for me.



Bela Borsodi

Austria
www.belaborsodi.com

REPRESENTATION

Art Department, New York; BMR-Fotografen, Zürich

CLIENTS

Another Magazine, Buero, City, Details, Glamour Italy, Kid's Wear, Mother, Neon, Vogue, Wieden & Kennedy

STYLE

Bela Borsodi's award-winning photography combines unexpected still-life elements with fashion, styling and set design.

RANKIN'S RATING

I'd seen some of Bela's photos in a Harvey Nichols campaign. Still life is one of the most boring areas of photography for me: you are not only not working with people but your lighting has to be so specific.



There are only a few photographers that are any good at it. Once you've seen one of Bela's images I don't think you could ever forget it. He has got shoes playing cards and handbags lined up outside a nightclub - all made up to look like people. It's a unique approach.

All those featured participated in the "New Photographers 2007" initiative to highlight up-and-coming photographic talent, organised by Getty Images at last week's Cannes International Advertising Festival. www.gettyimages.com/np

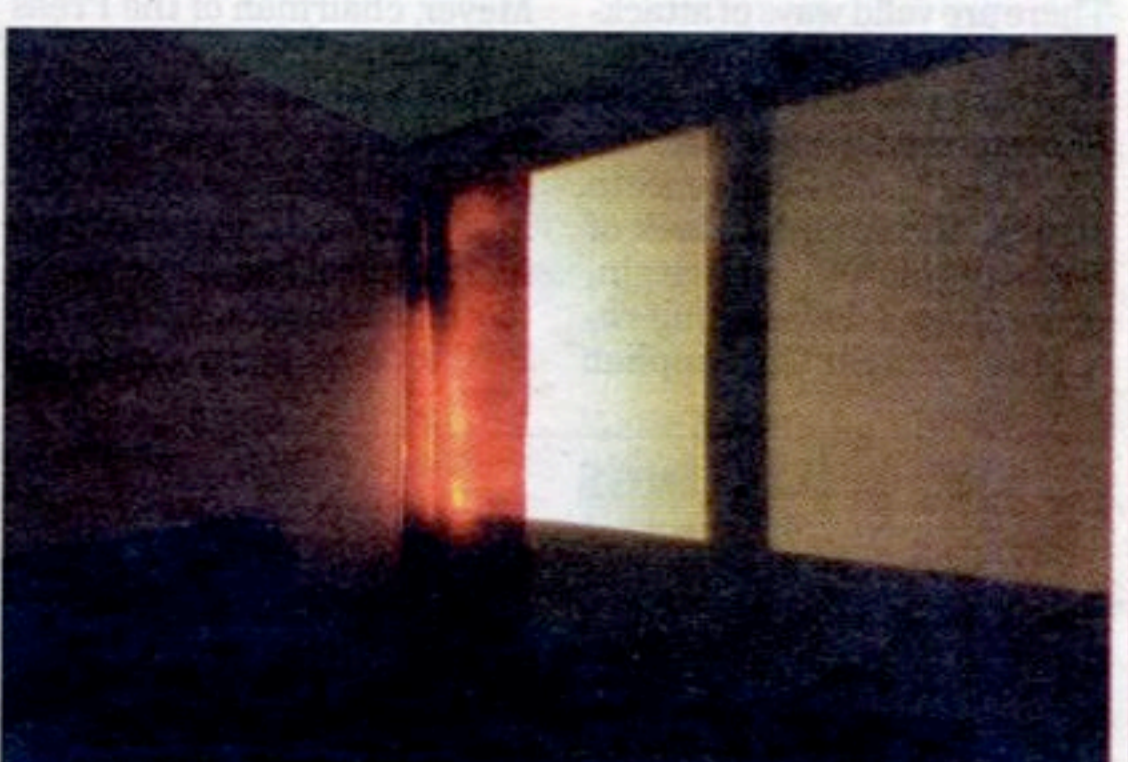


Popel Coumou

The Netherlands
www.popelcoumou.nl

STYLE

Popel Coumou is a photographer with an architect's eye. She constructs and captures two-dimensional interior environments in miniature, and



builds her pictures from colour, light and space.

RANKIN'S RATING

When I first looked at Popel's work I really didn't like it. Then I thought that of all the photographs his were the images that I had never seen

anything like before. He was not going to be on my shortlist but I kept thinking of the pictures. They're almost like paintings. They're beautiful like the American realist paintings of the 1950s. I felt that out of all the work I saw this was the most original.



Holger Pooten

Germany
www.holgerpooten.com

REPRESENTATION

Kombinat Rot Weiss, Frankfurt

CLIENTS

Adidas, Alert, Intersection, Kid's Wear, Marie Claire, Neo2



STYLE

Holger Pooten's hyper-real photographs create enigmatic stories with a humorous twist.

RANKIN'S RATING

It's the absurdity within his images that interests me. He has a number of pictures in

his portfolio where there's a strangeness. He has dressed child mannequins in different outfits. They make you laugh straight away and I liked him for that. He also does these strange fashion photos, one with a superwoman flying three feet from the floor.