



## Alexander Heinrichs, His Story And How Fotocommunity Helped Him Become A Photographer:

OPTIMIZED  
STRATEGIC MARKETING  
ADVERTISING  
PUBLIC AFFAIRS  
B TO B  
CONSUMER

“Photography was always my biggest hobby. I took up photography in my younger years. Naturally, I began with analog photography, which was more personal and involved black/white-development in the laboratory, and later, I went digital. In school my focus centered on landscapes and flowers, as well as still-life. Being thrown into the working world to sustain my livelihood, I had to abandon my hobby almost completely. In 2002 when digital cameras became better, I sold my analog equipment and began to photograph once more.

In 2003 I registered with fotocommunity for the purpose of exchanging views with like-minded photographers. The fotocommunity really helped me advance my technique and I began focusing more intensely on photo manipulation. Instead of taking courses, I learned purely by method of self-study and experimentation. In 2004 I received the first inquiries, through the fotocommunity, from publishers and firms that wanted to use my pictures for their own advertising. At that time, and perhaps still today, the gallery of the fotocommunity was observed intensely by advertising and picture agencies

During that time, I also joined the Admin team of the fotocommunity and acquired even more insight into the work behind the scenes. In 2005 I set up my first personal studio because the People fotografie became an important component of my pictures. I began taking smaller orders for local businesses and I presented my own personal photography as work. I also began working more intensely on the area workshops with help from the fotocommunity, which became a very good platform to further my success. I consequently managed workshops, among other things, for Adobe and Wacom during the festivals of the fotocommunity, and I also regularly held workshops to the subject of photo manipulation in my own studio

In mid-2006 I took the first step toward a new professional route by cutting down on the hours spent working at the pharmacy. I worked mornings, and worked the afternoon as a photographer. Because of my success in the local area, I came to manage more frequently, to include morning shoots, which subsequently caused me to leave the difficult pharmacy business to my wife. I then moved into a new large studio with 100 cubic meters surface area in early 2007. Through extensive equipment and studio flash, it was now possible for me to cover all the required areas from Tabletop to People photography.

After hiring a new employ in mid-2007, my wife and I made the decision that she would take over the pharmacy and I retracted completely out of the business. Since then, the development has been rather successful and I continue to generate much work for local businesses in the area of the advertising. At the same time my spectrum of the Event fotografie encompasses everything from objective photography to Beauty and Fashion photography. Through the fotocommunity as a platform, the workshop area is continuously expanding, and in the wake of that success I also work as an editor for trade journals and publishing houses

Essentially, the fotocommunity is responsible for my success and has helped me transform my hobby into a career. I benefited in that I became able to advance my own photographic development, and also in that I gained recognition by firms and institutions, that I probably would not have had access to, otherwise,” says Alexander Heinrichs.

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