

Freshfields

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Andreas Rentz, Photographer



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We’ve discovered that our global project management¹ reassures clients about the scale of the shoot they are embarking on.

Freshfields are a leading international law firm with over 2,500 lawyers in 27 business centres around the world, so any project that encompasses the whole firm will be on a truly global scale².

The company characterises itself as being open, confident, and having an absence of hierarchy, which is why Freshfields came to us to shoot portraits of key staff. They wanted to give a human face to a widely recognised and respected name.



¹ Project Management

You can be hands-on or hands-off, but whatever your style, we’ll take the hassle, worry and stress out of your hands by managing the project from beginning to end.



² Global & Local

We shot 10,000 photographs, in 19 cities, of 1,000 people, with 20 minutes per person.

“You can’t go to a lawyers’ office in a Hawaiian shirt. I wore a suit. It’s important to establish a connection with the sitter.”

Andreas Rentz, Photographer



We shot in Amsterdam, Barcelona, Berlin, Brussels, Cologne, Dusseldorf, Dubai, Frankfurt, London, Madrid, Moscow, Munich, New York, Paris, Rome, Vienna, Shanghai, Tokyo and Washington³.

“We needed to create nice open images. Not too dramatic. Potential clients don’t want to see powerful personalities, they want to see an open, friendly, person.”

Andreas Rentz, Photographer



Daragh McDonogh, managed the process highlights the unusual challenge for each photographer. “The idea,” says McDonogh, “was to have a completely uniform look and feel.”

The photographic process was more science than art, as each set of portraits from each city were passed on, acting as a set of visual guidelines to be replicated exactly.



³ Network

Big is beautiful, especially when you have to organise shoots in 19 different cities. Being able to call on a large proven network of tried and tested photographers and having regional in-house producers makes organising, managing, and monitoring shoots considerably easier and highly cost effective.

“It was a vast project, but they executed and managed it, cleanly and simply.”

Sam Cathcart, Freshfields



“The eyes are the most important thing always. You can see in the eyes if they are looking happy or sad, thinking or dreaming. ”

Andreas Rentz, Photographer



The shoots were all managed and co-ordinated⁴ centrally, collaborating with the client. “We dealt with the London office who were arranging the times⁵ for the subjects to be available.” says Daragh McDonogh.

The team co-ordinated the photographers⁶ and clients in each city, making sure that the local office would have a suitable shoot environment available. And given the busy schedule of all the participants it was as much a feat of timetabling as it was photography.



⁴ Collaboration

We take a low-key approach to our photo-shoots that is built on close collaboration with our clients. No drama, no drama queens. The only thing we make a fuss about is making your job as simple as possible.



⁵ Production

No matter how detailed your brief is we will execute it to the letter. 1,000 people from 19 different cities looking like they've been photographed by the same person? No problem. You want a backdrop of happy commuters? We're working on it. Or maybe you just want to bounce around some ideas.



⁶ Roster

Our roster of photographers comprises every genre of photography, from reportage to fashion, aerial to underwater. We hand-pick each photographer to suit the style and sensibility of your brief.

“It was a big operation to begin with. It was three improvised studios in their office, running for five days.”

Paul Macdiarmid, Photographer



The scale of the project meant that over a period of a year we shot 10,000 photographs, in 19 cities⁷, of 1,000 people, with 20 minutes per person⁸.



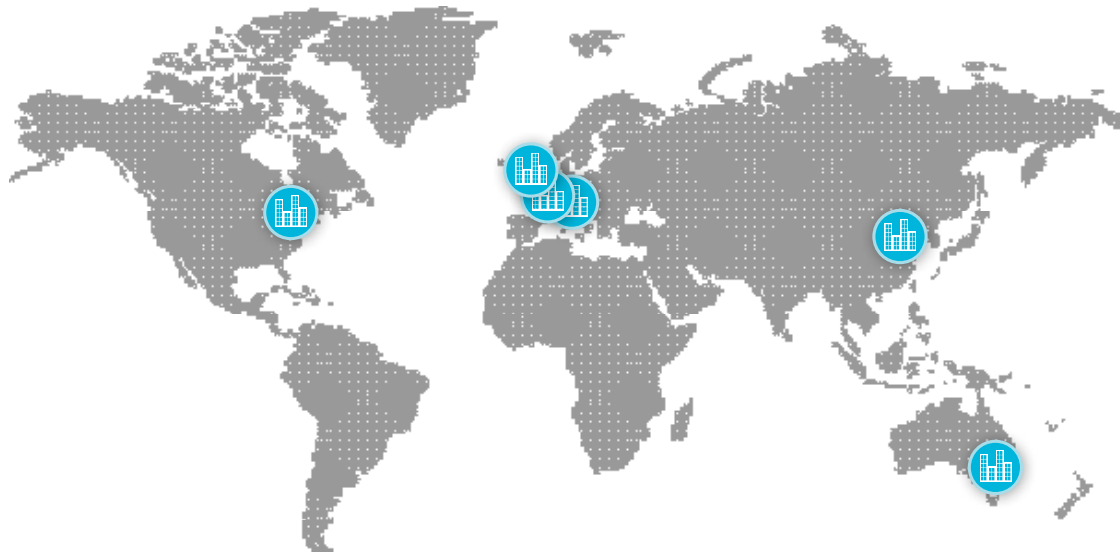
⁷ Global Village

With over 600 photographers in most cities worldwide we've got your local or global project covered.



⁸ Budget

We don't discriminate over size. We love big shoots, small shoots and everything in-between. And we never ever go over budget.



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“The images captured the fact that we are professional and compassionate.”

Sam Cathcart, Freshfields

