

froehlich

MANAGEMENT

vita christoph spranger

YOUNG DIRECTOR & PHOTOGRAPHER

As a lifestyle photographer & director, I am fascinated by what is alive.

I give fleeting beauty permanence. A successful image is always the result of the opportunity of the moment. But luck is had only by those who know where to find it. Every production is a journey.

One must choose between countless forks in the road. I show you where to go. The goal is always the same a picture that has energy and refreshes the eyes. Life and work go hand in hand and cannot be separated.

My images are influenced by my passion for fashion, music, travel, skateboarding and social media.

As well my childhood in London as a child of German parents, my education as a Photographer, or the current centre of my life, Berlin, where I have been active as a lifestyle, people and advertising photographer & director since 2014.

My style is direct, lively, and cheeky. I like it raw and real - but the result always comes first.

I seek a modern look that is rooted in the present: emotional, funky, intense. In my pictures, the real and the staged exist in a sensual symbiosis. Things never seem artificial or false – and yet are, in a subtle way „larger than life“.

Things that seem light-footed and spontaneous are actually the result of precise preparation.

One could describe my approach as „staged realism“. Everything feels genuine and authentic – but is precisely structured, clearly seen, and concisely focused on the point.