

Wolfram Schroll / Industrial photographer / World of steel

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Lube oil rather than hair spray, blue collar rather than haute couture, preferably the smell of steel to the waft of perfume. No models, no cool locations, just raw reality. I love my work - industrial photography. And I love the noise and the heat, the weirdness of the production lines, sometimes all a bit menacing. The people, salt of the earth,uncomplicated. And the permanent challenge of getting photos out of the dark production halls and complex machinery, photos that deserve the word picture. On behalf of customers, taking photos of machines that look as expensive as they actually are.
























































































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