

Laudation German Photobook Prize 19|20

The German Photobook Prize is a competition in which the best photo books from the German-Speaking countries are selected by a team of jury. Always looking for something “special” and “extraordinary”, the jury honored the achievement of the authors, the photographers, the editors and the producers of the submitted photo books. In their laudations, the members of the jury team provided insight into the reasons for their decisions and at the same time offered inspiring „Reading and Viewing Advice“ for the general public to appreciate the awarded books.



German Photobook Prize 19|20
Category: Student Projects



Winner in Gold

Gelbe Seele

Photographer: Lisa Schneider Text

Author: Lisa Schneider

Design: Lisa Schneider



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» Gelbe Seele « („Yellow Soul“) is a bachelor thesis in the degree program Communication Design at the University of Applied Science for Communication and Design in Stuttgart, in the summer semester 2019 with professors Michaela Köhler and Christine Nowotny. Text, design and photography are presented by Lisa Schneider in a high quality that equals experienced creatives in each of these three areas – a truly exceptional bachelor thesis.

The reader are taken into a seemingly familiar, everyday situation: the Berliner subway. But Lisa Schneider manages excellently in this book what is one of the most important topics in professional photography: “Storytelling”.

You turn the pages and begin an amazing journey into the underground of the metropolis in Berlin – and only finish it on page 398 – captivated by the stories from photographs and texts. The viewers becomes an active companion of the author and photography through the stories of the book.

The first photo “Come take a ride with me” depicts a young woman in the subway, who invites the reader to start with her into this cosmos. The second photo pulls the viewer through open subway doors – and so it goes on – the photos tell the exciting stories of communities, of humanity, social hotspots and the use of subway as a means of transport, a place to earn money, a canvas for graffiti, a place for work and a place of escape.

The reader is guided by a graphic of the imaginary Berlin subway plan, which here represents the chapters of the book like stations – a beautiful design idea – consistently in subway yellow, like the entire design.

From here Lisa Schneider has to prove herself with the camera: double page after double page. This is because her photography involves at the same time several photographic specializations and thus the most diverse challenges in terms of light and perspective: street-photography, people, architecture, landscape, still life – and all these under lighting conditions ranging from tunnel-dark to neon-bright.



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And the “models” are naturally not perfectly placed professionals for the camera as is usually the case with studio productions: the people on the subway move spontaneously in front of the camera – and the background – the subway – moves at the same time. It is really a challenge to deliver over 398 pages of photos in the same look and light – and on top of it Lisa Schneider also plays with the switch between colour and black-and-white shots.

But she can do it – take a look at some photos of the different genres here – and remember: a student’s graduation work is being honoured here – really remarkable! Winner in gold of the German Photobook Award 19|20 in the category Student Projects is therefore justifiably the photo book “Gelbe Seele” (“Yellow Soul”).

Congratulations to Lisa Schneider!

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