

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.



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Category: Photo Technique and History



Award in Gold

**Manche Fehler muss man selber machen
(You must live through certain mistakes
by yourself)**

Photographer: Patrick Ludolph

Text: Patrick Ludolph

Design: Brandmarke



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The title is the first hurdle to a book. Do I decide to buy the book or not? The picture is funny and the title of the book hard but true.

The first hurdle was cleared, the jury agreed: the book must advance.

Why? The title promises no technique. However, the title addresses precisely this human weakness that despite the best technical conditions, you have to overcome a major hurdle to success, to gain your own experience.

This experience comes only by doing. Patrik Ludolph guides in a charming way through the pitfalls of photography and explains in a simple and clear way how to master photographic challenges. For example: dealing with the background.

From his pool of "made mistakes" he explains his philosophy of how to make things better. And he explains what photography is all about and what no technology can do, even under today's state of the art, no artificial intelligence: learning to see! - being able to see.

Background, light and foreground as essential design factors, only then does the object come into play. Patrik Ludolph manages to bring things to the point with witty and apt statements, quote: "You are not automatically creative if you hold the camera at an angle and take blurred pictures." With this statement he speaks from the heart of all teachers and truly creative people.

One of the biggest challenges in digital as well as analogue photography is the selection of the images and the right one. The right picture for the title, the right choice for the story, the right portrait for the exhibition. He recommends taking the right amount of time in the selection process.

Then Patrick Ludolph shows his selection of favourite pictures and leads you textually through the picture and its history.

An all around convincing photo book, which with charm, wit, good texts, good design and production, the right sense of proportion a wonderful balancing act between learning to see and technical tips.

Congratulations to the picture and text author Patrick Ludolph, the designers of Brandmarke and dpunkt.verlag

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