

# Architectural: Frank Meyl.

Frank Meyl, Germany



German photographer Frank Meyl is the winner of the Architectural Category in the Hasselblad Masters Awards. Born in Cologne in 1965, Frank gained a degree in architecture and was granted a scholarship, which brought him to Los Angeles. After assisting several well-known photographers, he took a 'leap of faith' and became a photographer in his own right. Since 2000, he's worked as a freelance across all continents.

Now considered as one of the world's most respected photographers, he's a regular award-winner. In 2011 alone he picked up prizes in eleven prestigious competitions.

Despite his competition achievement across the board, success in The Hasselblad Masters Awards remains a key and coveted accolade. "As a photographer, I'm using my personal interests, curiosity and connection to the subject to bring out its hidden qualities and values," he says.

When it all works out, the result is an image that has the power to move the viewer emotionally. It still leaves questions unanswered and allows the viewer to dream a little. Photography is almost like alchemy to me; you try to turn something ordinary into something special by searching for its magic. Given all of these elements, Hasselblad's 'Evoke' theme is something that I've already been working on for quite a while."

Frank Meyl website: [www.frankmeyl.com](http://www.frankmeyl.com)

## Masters 2012.