

Hasselblad Ambassadors

Anna Devis & Daniel Rueda

Combined Love for Geometry,
Perspective, & Storytelling



Creativity-driven Minimalistic Architectural Self-portraits





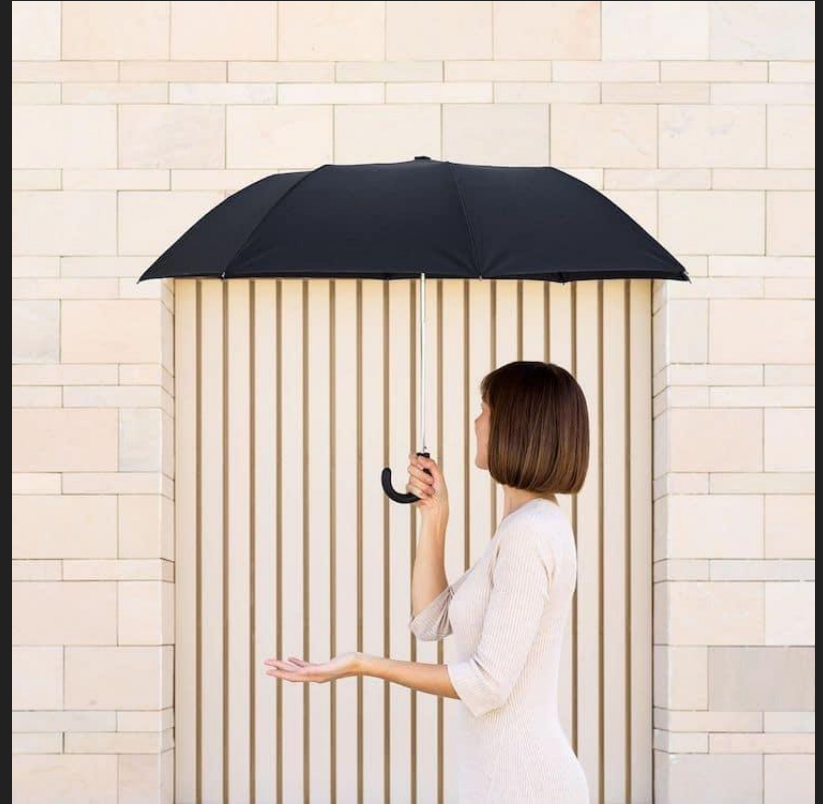
“Reality is what we make of it. If you can dream it, you can make it – and then take a picture of it.”

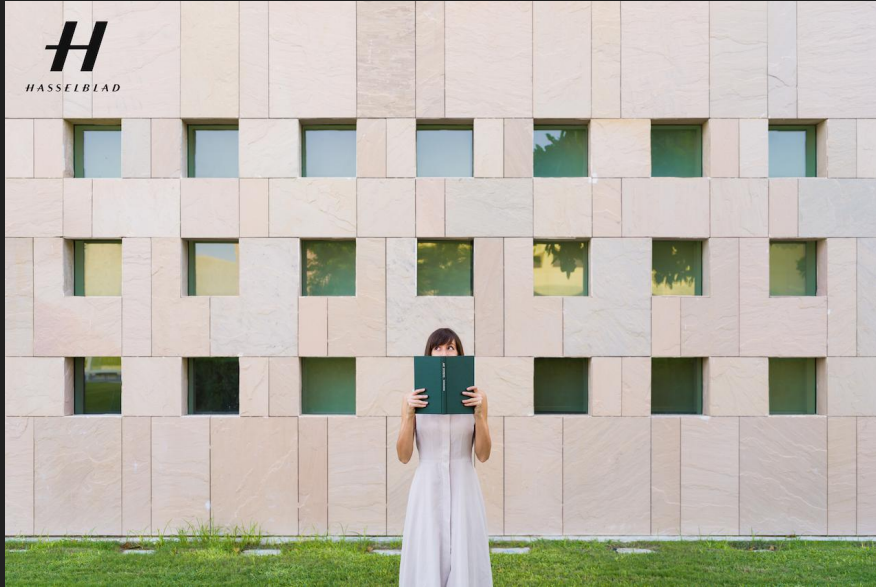
Creative Duo : Annandaniel

Born in 1990, they met at the School of Architecture in Valencia, Spain. They tell magnetic and joyful stories through fun and surprising images that are far from conventional architecture photography.



Street Photography Meets Ephemeral Art



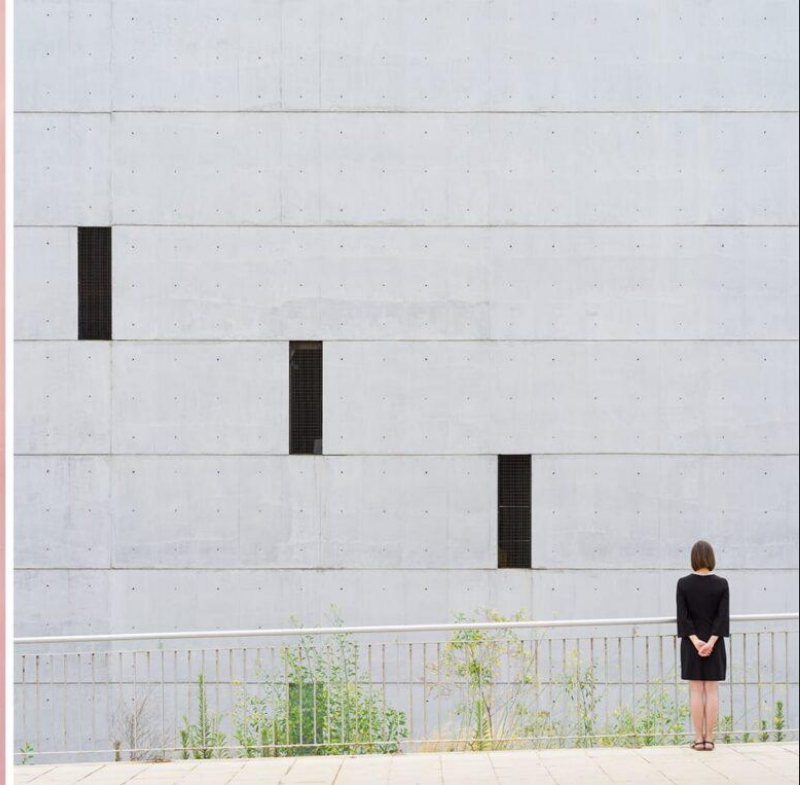
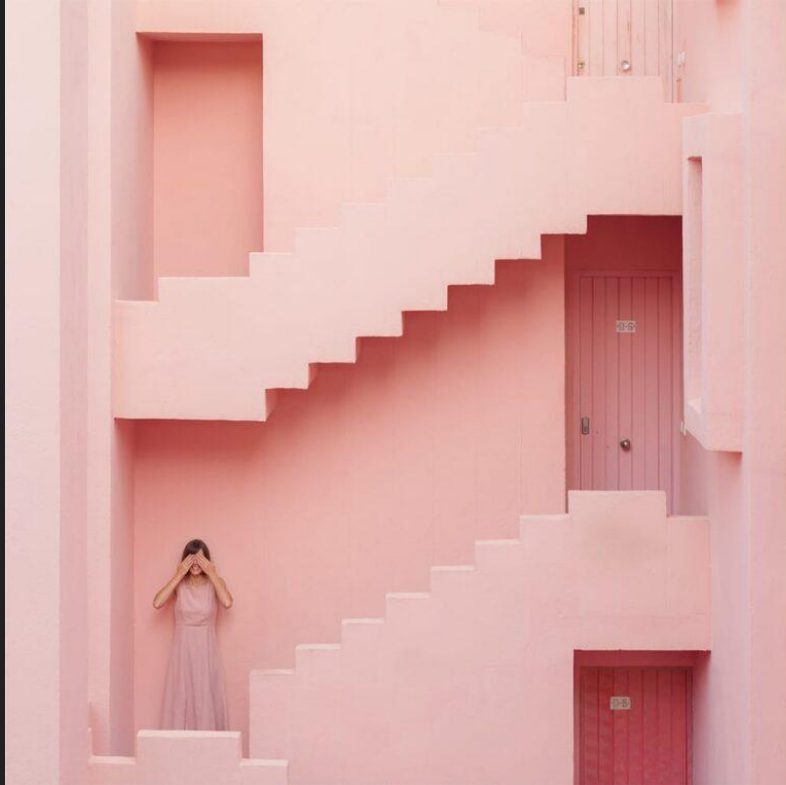


A delicate balance of urban aesthetics, geometry, and minimalism.

Humor, creativity, & precision based on simple shapes and bold patterns.



Travel the World for one-of-a-kind Buildings





Because planning is required, all of the compositions start with a sketch. They brainstorm the project, which translates it into “little drawings”, that turn ideas into reality.

All of their props are handmade,
that's why some of their images
take so long to bring to life.



“It’s not about taking the
picture, it’s about building
the props.”

There is nothing random about their photography; every little detail is planned and well thought out.

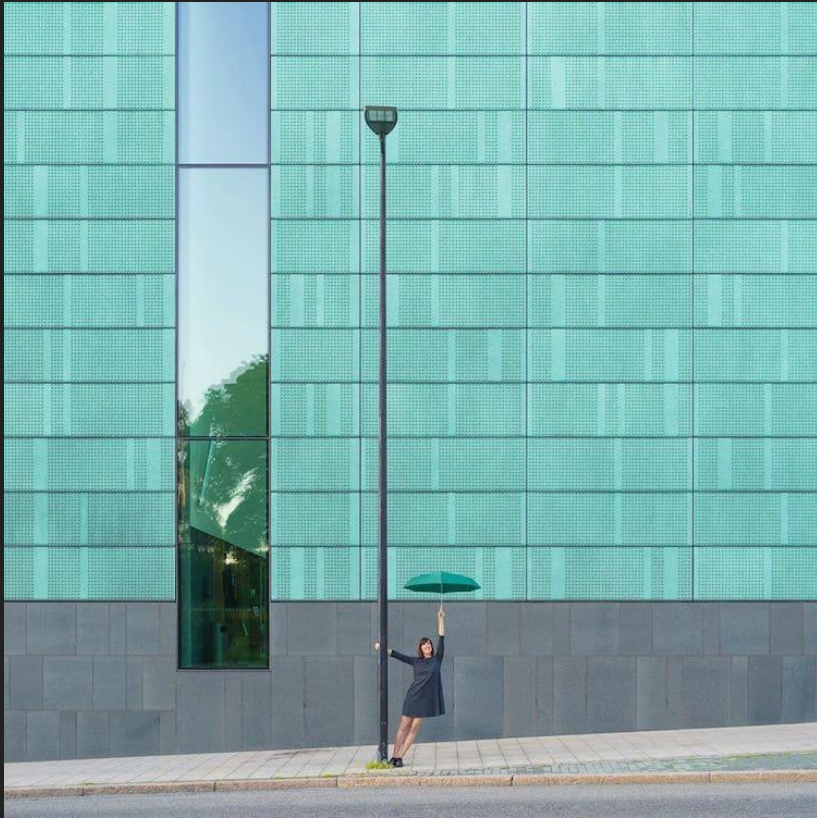


“We like to think about the backgrounds of our images as another character of our stories. As a matter of fact, this photography would not make a lot of sense if you got rid of the architecture.”



Images look like illustrations





No use of photo editing software. Instead, they carefully set the scene in real life using all sorts of everyday objects, unexpected locations, and tons of natural light.

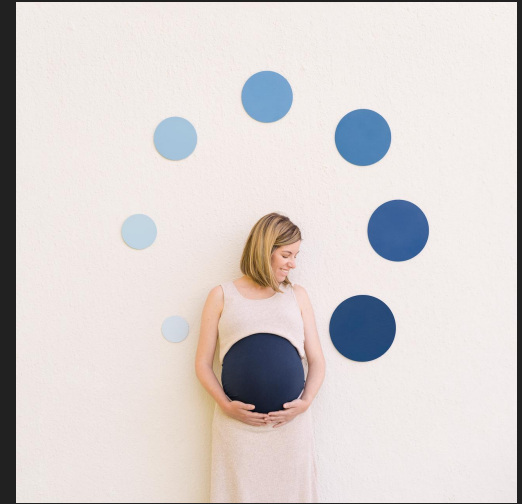


“Humor is a very serious thing.”

“But, with the passing years, we’ve learned that achieving this level of simplicity is really, really complicated.”



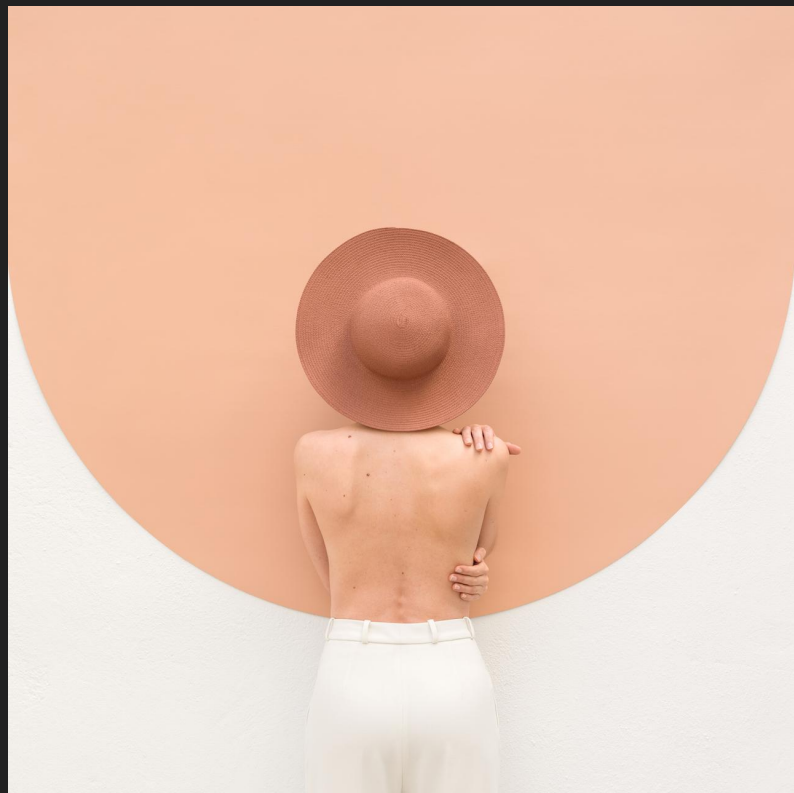
Imaginative ways to incorporate shapes, palettes, & clothing through visual puns, matching design elements, and saturated hues - challenges the audience to see their surroundings differently.





A playful twist to mundane settings and architectural backdrops.

The Outfits and Colors are Everything!





“If some photography exhibitions can shake us to the core, we believe there should also be room for images that can bring a smile to our faces! ”

- 1) Canon EOS 5D Mark III w/
Canon TS-E 24mm f/3.5L
- 2) Hasselblad X1D-50c



References



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