



Facts and figures

■ Incorporated as

Fotoformplus GmbH & Co. KG, Hannover
Fotoform GmbH, Hannover
Pixelformplus GmbH, Hannover

■ Location

Stockholmer Allee 5, 30539 Hannover

■ Management

Renke Detering, managing partner

■ Workforce

More than 135 full-time staff working in the areas of creation (photographers, media designers), administration (office staff), production (logistics experts, stylists, picture editors, stage designers, lighting technicians, assistants), IT / development (system administrators, technicians) and trainees

■ Capacity

5,500 m² studio area for up to 30,000 photos per month

■ Technology

Photographic equipment for all analogue and digital formats up to 33 million pix, one-shot, flash equipment by Brieese, Hensel (350,000 W/s), 19,500 continuous light units Arri lighting, multispectral imaging for true-colour reproduction on screens, prints and true-colour communication on the internet

■ Clients

Hugo Boss, Esprit, Görtz, Gerry Weber, Taifun, Samoon, Hunkemöller, Falke, Marc Cain, Louis Sayn

■ Services

Concept development: design of visual idioms, generation of ideas, strategic consulting, trend and location scouting

Artbuying: booking of models, casting, scouting

Pre-production: goods transport and logistics, setting up goods and controlling, spectrophotometric textile scan, set building, mask design, make-up, hairstyling, fashion styling

Photo production: photo shoots in the studio and by daylight: stills, 360° shots, flat shots, shots on dummies, model shoots, image photography, compositions, fashion movies

Post-production: digital image editing, retouching, web publishing, data management

Plus-service: development of individual software solutions for workflow optimisation, media design, advertising copy

■ Company history

Founded in 2000 by Renke Detering, managing partner, and Detlef J. Freese, partner. Since that time the company has grown continuously as an independent operation.

■ Contact

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