

Achim Lippoth

pure image

SPECIALIST IN PHOTOGRAPHING CHILDREN, THIS GERMAN ARTIST IS CONSIDERED STEVEN MEISEL OF CHILDHOOD IMAGES. HE CAPTURES THE ESSENCE OF SMALL INDIVIDUALS WHO -UNDER IMPECCABLE AMBIANCES AND STAGES- PLAY TO LAUGH OF THEMSELVES AND TO BE ADULTS TOO.

TEXTO tomás vio . journalist



The world of Achim Lippoth (1968) maintains a fully playful essence. With a couple of child models and a camera, he is able to create an interesting story: an entire new and wild world ruled by strong colours and nuances, which remind us a glamorous past.

Achim was born in Ilshofen, Germany, and lived a couple of years in Great Britain before starting his studies at the University of Cologne where he finally stay for good to live. From 1992, he works as a free lance photographer. Currently, he is a director of Marketfilm Germany and part of Kid's Wear establishment, magazine founded by the artist in 1995 and specialised in child clothing and which travels around children's world in 240 pages. This publication gathers the best images of photographers around the world, in an avant-garde style. Martin Parr and Oliveira Toscani are some of its collaborator.

This is how Achim Lippoth develops his art and his passion for children. Behind each of his images an admirer of freedom, perseverance and lack of restrictions can be appreciated; a man who with only one lens in his hands succeeds in making small individuals to feel very important.

Considered Steven Meisel of children in photograph, Lippoth is really original and he maintains an honest style which goes beyond traditional photograph of children, who he always tries to portrait as if they were perfect. Lippoth experiments with locations and outfits so children from time to time look like adults, which in one way or another is always remarkable.

"Many people get impatient when they work with children. This might be difficult in a way, because you have to take the picture and you never know how they are going to react", Achim points out about his job.

Currently, Lippoth exhibits his photographs in Chicago. In November and December this year he will be in Paris and in January next year he will be exhibiting in Beijing. It seems that everything is going well for this advertising photographer, who has won several awards at the Cannes Lions Advertising Festival and who has advertised in Life and Vogue magazines.

Your work is focused on children. How did you discover this affinity to work with them? And how do you get such important effects in series like "Rage Attack" or "Secret Garden"?

Children always tell the truth, not only with their words, and this is what makes them interesting to be photographed. It allows me to show intense emotions.

Working with little individuals is the most creative possibility I have to do my work. Moreover it is easy to take pictures, because they are always clear and direct when proposing something. Working daily with them allows me to learn a lot about fantastic worlds.

In your work, there are photographs which seem to be from the fifties or sixties. What relationship you keep with those magic moments? Do you like to explore in depth current reality?

I love to create stories with the photographs and there is no such a thing as a favourite age to me. In the fifties and seventies, several interesting ambiances can be found and for sure, special lightening in films and photograph productions which travel straight to your head.

How do you work with your cameras? Do you try to stick to the old school or do you use Photoshop a lot? What happens with pure image?

I try everything in photographs. Maybe that is the secret of my job. I give myself everyday in a new way. I play with all genres and I do not set boundaries, this is the most creative way of working I have got.

What do you think of lomography, the movement which explores the development of images with effects created by the own cameras? What do you think of this digitalised world?

Lomography is simply a style. I have tried it a couple of times. I like intervening photographs my way. But I love real photograph, even if nowadays I have to work in digital, especially in advertising.

Advertising, art, portraits. Where is Achim's real essence? What part of photograph identifies you better?

I find my real essence when I do not have restrictions. ☐