

juergen teller go sees

Juergen Teller Go Sees: An In-Depth Exploration of the Renowned Photographer's Artistic Journey and Approach

Introduction to Juergen Teller's Artistic Vision

Juergen Teller is a name that resonates profoundly within the world of contemporary photography. Known for his provocative, raw, and authentic style, Teller has carved out a unique space where high fashion, candid moments, and personal narratives intersect. His approach challenges traditional notions of beauty and perfection, opting instead to celebrate imperfection, emotion, and spontaneity.

In this article, we will explore Juergen Teller's career, his signature style, notable works, and the reasons behind his enduring influence in the industry. Central to our discussion is the phrase "Juergen Teller go sees," a term that encapsulates his approach to immersing himself in the environments and stories he captures.

What Does "Juergen Teller Go Sees" Mean?

The phrase "Juergen Teller go sees" is not merely about physical visits; it signifies Teller's method of immersing himself into the worlds, cultures, and stories that inspire his photography. It reflects his commitment to going beyond surface-level representations, seeking genuine connections and authentic moments.

The Concept of 'Go Sees' in Photography

Historically, "go sees" refer to photographers visiting locations, studios, or subjects to gather inspiration, scout environments, and build relationships. For Juergen Teller, "going sees" is:

- An investigative process: He visits settings, people, and cultural scenes to understand context.
- A commitment to authenticity: His visits are about capturing real moments, not staged or overly curated images.
- An expression of engagement: Teller's visits are personal, often leading to intimate and honest photographs.

How Juergen Teller Embodies "Go Sees"

Teller's work exemplifies this philosophy through:

- Visiting fashion brands and shooting on location rather than in studios.
- Embedding himself into the lifestyle or environment of his subjects.
- Prioritizing storytelling over traditional commercial aesthetics.

Juergen Teller's Career Highlights

Early Life and Beginnings

Born in 1964 in Göttingen, Germany, Juergen Teller's journey into photography was marked by a rebellious spirit and a desire to challenge norms. He initially studied photography in London, where he developed his distinctive style.

Breakthrough and Recognition

- His breakthrough came with the publication of his first monograph, "Juergen Teller" in 1996.
- Teller gained prominence for his work in fashion photography, collaborating with major brands and magazines like Vogue, Louis Vuitton, and Marc Jacobs.
- His candid, unfiltered images transformed fashion photography, breaking away from polished perfection.

Major Collaborations and Projects

- Fashion campaigns for Louis Vuitton, Marc Jacobs, and Yves Saint Laurent.
- Editorial work featured in Vogue, i-D, and other influential magazines.
- Art exhibitions worldwide, showcasing his personal projects and collaborations.

Juergen Teller's Signature Style

Characteristics of Teller's Photography

Juergen Teller's style is immediately recognizable through the following elements:

- Raw and candid: His images often portray subjects in unguarded moments.
- Imperfection embraced: He celebrates flaws, wrinkles, and natural expressions.
- High contrast and saturated colors: His use of color is bold and vibrant, adding energy to his images.
- Loose framing and offbeat compositions: He often avoids traditional rules, resulting in spontaneous and dynamic images.

Techniques and Approaches

- On-location shooting: Prefers natural settings over studio environments.
- Use of available light: Emphasizes authenticity and immediacy.
- Unconventional subjects: Includes friends, family, and everyday people alongside celebrities and models.
- Personal storytelling: His projects often explore intimate or autobiographical themes.

Notable Works and Projects

Fashion Photography

Juergen Teller revolutionized fashion photography by blending commercial work with personal artistic expression. Some highlights include:

- Campaigns for Louis Vuitton and Marc Jacobs featuring unconventional models and settings.
- The use of humor, irony, and vulnerability in fashion ads.
- Breaking the mold of polished perfection, making fashion more accessible and relatable.

Personal Projects and Documentaries

- "Go-Sees": A project capturing the behind-the-scenes world of casting agents and models, reflecting his "go sees" philosophy.
- "The Master": A series of photographs of artist and filmmaker Paul McCartney, showcasing intimacy and honesty.
- "I want to live and I want to love": An autobiographical series exploring his life, relationships, and identity.

Collaborations with Artists and Celebrities

Teller's work with influential figures such as David Lynch, Lars Eidinger, and Tilda Swinton often emphasizes authenticity and emotional depth.

Juergen Teller's Approach to "Go Sees" in Practice

Embodying the Philosophy

Teller's "go sees" approach is evident in his methods:

- Immersive visits: He often visits locations multiple times to understand the environment.
- Building relationships: His rapport with subjects results in more genuine images.
- Spontaneity: He captures moments spontaneously, often without elaborate planning.

Examples of "Go Sees" in His Work

1. Fashion Shoots: Visiting designer studios or locations to capture the essence of a collection.
2. Personal Projects: Traveling to personal locations or environments to document stories.
3. Cultural Exploration: Visiting communities or events to engage with the subject matter firsthand.

The Impact of Juergen Teller's "Go Sees" Philosophy

Challenging Traditional Aesthetics

Teller's commitment to authenticity has influenced contemporary photography, encouraging a more honest and diverse representation of subjects.

Redefining Fashion Photography

His "go sees" approach has helped bridge the gap between commercial and personal art, inspiring photographers to pursue more meaningful storytelling.

Inspiring New Generations

Many emerging photographers cite Teller's methods and philosophy as an inspiration for embracing spontaneity and authenticity.

How to Incorporate "Juergen Teller Go Sees" into Your Photography Practice

Practical Steps

1. Visit Locations Personally: Go to environments that inspire you or relate to your subjects.
2. Engage with Subjects: Build genuine relationships to capture authentic moments.
3. Embrace Spontaneity: Allow for improvisation and natural reactions.
4. Prioritize Storytelling: Focus on conveying a narrative rather than just aesthetic perfection.
5. Use Available Light and Settings: Capture images in real environments to preserve authenticity.

Tips for Aspiring Photographers

- Always be curious and willing to explore new places.
- Cultivate relationships with your subjects.
- Don't shy away from imperfection; it adds character.
- Document moments as they happen, resisting over-staging.
- Reflect on the stories you want to tell through your images.

Conclusion: The Enduring Legacy of Juergen Teller and His "Go Sees" Philosophy

Juergen Teller's approach to photography, embodied in his "go sees" philosophy, emphasizes authenticity, engagement, and storytelling. His work continues to influence photographers and artists worldwide, encouraging a more honest and relatable visual culture.

By immersing himself into the environments and stories he captures, Teller demonstrates that powerful images often arise from genuine connections and spontaneous moments. Aspiring photographers can learn a great deal from his methods—approaching their craft with curiosity, openness, and a willingness to embrace imperfection.

Whether in fashion, art, or documentary work, the principles behind "Juergen Teller go sees" serve as a reminder that true artistry is rooted in authentic engagement with the world around us. Embracing this philosophy can lead to more meaningful, impactful photography that resonates deeply with viewers.

Additional Resources

- Juergen Teller's official website and portfolios.
- Books and monographs by Juergen Teller, including "Juergen Teller" (1996) and "The Master."
- Interviews and documentaries exploring his process and philosophy.
- Workshops and masterclasses focusing on documentary and authentic photography.

Embark on your own "go sees" journey inspired by Juergen Teller, and discover the stories waiting to be told through your lens.

Frequently Asked Questions

What is the significance of Juergen Teller's 'Go Sees' in his photography career?

Juergen Teller's 'Go Sees' are renowned for showcasing his candid approach to fashion photography, emphasizing authenticity and spontaneity, which have significantly influenced contemporary visual culture.

How do Juergen Teller's 'Go Sees' sessions influence his creative process?

His 'Go Sees' sessions allow him to explore diverse perspectives and connect with subjects organically, fueling his unique style that blends rawness with high fashion.

Are Juergen Teller's 'Go Sees' documented publicly or available online?

Yes, many of Juergen Teller's 'Go Sees' images and behind-the-scenes moments have been shared through exhibitions, publications, and online platforms, offering insight into his spontaneous shooting approach.

What themes are commonly explored in Juergen Teller's 'Go Sees' work?

Teller's 'Go Sees' often explore themes of authenticity, everyday life, and the intersection of high and low culture, blurring traditional boundaries in fashion photography.

How do Juergen Teller's 'Go Sees' differ from traditional fashion casting sessions?

Unlike formal casting sessions, Teller's 'Go Sees' are more casual and candid, focusing on capturing genuine personality and emotion rather than polished presentations.

Has Juergen Teller's 'Go Sees' method influenced other photographers or the fashion industry?

Yes, his spontaneous and authentic approach has inspired many photographers and has contributed to a broader shift towards more natural, less staged imagery in fashion and advertising.

Where can I see examples of Juergen Teller's 'Go Sees' work?

You can view his 'Go Sees' work in his published books, exhibitions like 'Juergen Teller: Go Sees,' and online archives dedicated to contemporary photography.

Additional Resources

Juergen Teller Go Sees: A Deep Dive into the Photographer's Approach to Scouting and Shooting

Introduction

Juergen Teller go sees—a phrase that encapsulates the essence of the renowned photographer's process when scouting locations, models, and environments for his distinctive shoots. Known for his raw, unpretentious aesthetic and candid approach, Juergen Teller's method of "go sees" reflects his commitment to authenticity, spontaneity, and a rebellious spirit that challenges traditional commercial photography norms. This article explores the nuances of his "go sees" philosophy, dissecting how Teller's scouting process contributes to his unique visual storytelling, and what aspiring photographers can learn from his approach.

The Philosophy Behind 'Go Sees' in Juergen Teller's Work

Origins and Meaning of 'Go Sees'

The term "go sees" originates within the fashion and advertising industries, referring to the process where photographers visit potential locations, meet with models, and assess settings before a shoot. For Juergen Teller, this process is more than logistical; it's an extension of his artistic vision. His "go sees" are deliberate acts of exploration, designed to foster spontaneity and authenticity.

Teller's approach diverges from traditional, highly curated pre-production planning. Instead, he emphasizes the importance of immersing himself in the environment, trusting instinct, and allowing the shoot to evolve organically. This attitude aligns with his broader artistic stance—rejecting perfection and embracing imperfection.

The Artistic Significance of Location and Model Selections

In Teller's work, the location and models are integral to storytelling. His "go sees" process involves:

- Visiting Unconventional Sites: Abandon buildings, mundane interiors, or everyday urban settings often serve as backdrops, emphasizing realism.
- Engaging with Subjects Authentically: Models are encouraged to bring their personalities forward, often captured in candid or unguarded moments.
- Prioritizing Mood over Technical Perfection: The ambiance and emotion conveyed take precedence over pristine lighting or polished composition.

This philosophy results in images that feel visceral, immediate, and relatable—hallmarks of Teller's signature style.

Juergen Teller's 'Go Sees' Methodology: A Step-by-Step Breakdown

1. Spontaneous Location Scouting

Unlike traditional photographers who plan meticulously, Teller often ventures out with minimal preconceived notions. His process involves:

- Walking the city streets or natural landscapes to find settings that resonate emotionally.
- Observing light, textures, and human activity to identify compelling visual narratives.
- Choosing locations that tell their own stories, rather than relying on artificial sets.

This spontaneous approach leads to authentic visuals that reflect real life, rather than staged perfection.

2. Building Genuine Relationships

A core aspect of Teller's "go sees" is establishing rapport with subjects:

- Models: He prefers candid conversations over formal directives, allowing their personalities to shine through.
- Locals or Subjects of Interest: Engaging authentically often results in more natural expressions and poses.
- Collaborative Atmosphere: His relaxed demeanor encourages subjects to behave naturally, fostering genuine moments.

This human-centric approach enhances the emotional depth of his images.

3. Embracing Unpredictability During the Shoot

Teller's shoots are characterized by improvisation:

- No fixed shot list: Instead, he reacts to the environment and subjects.
- Capturing moments as they unfold: He often takes numerous candid shots, selecting those that best capture spontaneous emotion.
- Allowing accidents or imperfections: A smudged face, an awkward pose, or imperfect lighting often add charm.

This openness to unpredictability results in images that are alive, imperfect, and compelling.

The Technical Aspects of Juergen Teller's 'Go Sees'

While Teller's aesthetic appears effortless, it is underpinned by deliberate technical choices:

Use of Equipment

- Camera Selection: Teller often favors simple, compact cameras like Leica or digital point-and-shoots, emphasizing mobility and discretion.
- Film vs. Digital: He has used both, but digital photography allows rapid feedback and spontaneity during "go sees."

- Minimal Lighting Equipment: Natural light is often preferred, aligning with his desire for authenticity.

Composition and Aesthetic

- Unconventional Framing: Teller frequently employs off-center compositions, close-ups, or awkward angles.
- Raw, Unpolished Look: Slight grain, imperfect focus, and candid framing contribute to his raw aesthetic.
- Color Palette: Often saturated or desaturated, depending on the mood, but always true to the moment.

Post-Processing Philosophy

- Minimal Editing: Teller's images are typically left close to their original state, preserving authenticity.
- Selective Retouching: When necessary, retouching is subtle, maintaining the natural feel.

The Impact of 'Go Sees' on Teller's Artistic and Commercial Success

Authenticity as a Brand Identity

Teller's "go sees" approach has become a hallmark of his work, setting him apart in the fashion and art worlds:

- Distinct Visual Voice: His candid, imperfect images challenge polished, idealized imagery.
- Relatability: Audiences connect with the raw, unfiltered aesthetic.
- Commercial Appeal: Brands recognize the value of authenticity, often commissioning Teller for campaigns that celebrate real life.

Influencing Contemporary Photography

Teller's methodology has inspired a generation of photographers who prioritize authenticity over perfection, emphasizing:

- Spontaneity
- Humanity
- Improvisation

His approach demonstrates that technical perfection is less important than emotional truth.

Lessons for Aspiring Photographers from Juergen Teller's 'Go Sees'

Emphasize Authenticity

- Prioritize capturing genuine moments over contrived poses.
- Build rapport with subjects to facilitate natural expressions.

Be Spontaneous and Adaptive

- Embrace unpredictability during shoots.
- Visit locations unplanned when possible, trusting intuition.

Use Simple Equipment

- Focus on mobility and discretion.
- Don't over-rely on complex setups—let the moment dictate technical choices.

Value Imperfection

- Celebrate flaws and accidents—they often add character.
- Resist the urge to overly retouch images, maintaining authenticity.

Conclusion: The Enduring Legacy of Juergen Teller's 'Go Sees'

Juergen Teller's "go sees" exemplify a philosophy rooted in spontaneity, authenticity, and human connection. His willingness to embrace unpredictability, combined with his technical choices and aesthetic sensibilities, has made his work instantly recognizable and highly influential. For photographers and creatives seeking to forge a genuine visual voice, Teller's approach offers valuable lessons: trust your instincts, value real moments, and never underestimate the power of imperfection. In a world obsessed with perfection, Juergen Teller's "go sees" remind us that authenticity often resonates more profoundly than polish.

Juergen Teller Go Sees

juergen teller go sees: Go-sees Juergen Teller, 1999 Taken over the period of a year in the doorway of the photographer's London studio, these portraits of models, most of whom are unknown, are at once profoundly moving and disquieting.

juergen teller go sees: MASTERS OF PHOTOGRAPHY Vol 50 - Living Legends Paul G Roberts, 2015-06-02 Photography, how times have changed of late. We now live in a world where a large number of the earth's population carries with them a high definition digital camera and video camera with them at all times. The "selfie" has recently been added to the dictionaries of the world as an official thing. Sites like Instagram allow anyone who wishes to be their own picture editor or publisher. Leading British and iconic photographic legend Nick Knight states that his favourite camera is his iPhone not Hassleblad. It's no secret that in the tech savvy 21st century, celebrity photographers are as plentiful as they are powerful. Photographers like Steven Meisel and Mario Testino have launched the careers of countless models, stylists, and make-up artists. Others like Rankin and Nick Knight have created media platforms to take fashion photography and film in unanticipated yet important directions. And then there are the controversial photographers like Terry Richardson who is either a genius or a sex pervert depending on who's account you listen to. All of the fashion photographers on this list see themselves not as mere tools in the selling process, but artists working in a pure and high art form, who are continually redefining visual culture, beauty, and art. David Sims Mario Sorrenti Solve Sundsbo Terry Richardson Juergen Teller Ellen Von Unwerth Albert Watson Bruce Weber Fashion Industry Broadcast's "MASTERS OF PHOTOGRAPHY" is a series: MASTERS OF PHOTOGRAPHY - Vol 9 Living Legends MASTERS OF PHOTOGRAPHY - Vol 10 Living Legends MASTERS OF PHOTOGRAPHY - Vol 11 Immortals

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Berger, Steve Gordon Jr., Sarah Dougher, 2011-11-01 DIVIn need of advice? Just want to sound off?
Opening this volume is like grabbing lunch with a fellow designer to commiserate or celebrate and
to learn the ins and outs of design. Good habits are found in every part of the design process, from
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studies.

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Seymour, 2002 In this, the last book in a trilogy begun with Go-Sees and continued with Tracht,
Juergen Teller concludes his examination of contemporary society's preconceived notions of beauty.
More, a collaboration with supermodel Stephanie Seymour, is a collection of intimate portraits shot
over the last two-and-a-half years at Seymour's homes in Connecticut, New York and Miami Beach.

Through such unsettling images as close-ups of Seymour's lips and a depiction of her poised precariously on Jeff Koon's enormous Puppy, Teller's trademark candor brings us closer to the inconsistencies that mark the life of this beauty icon.

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juergen teller go sees: Juergen Teller Handbags, 2019 In 1999 I did a book called Go-Sees where girls came knocking on my door over a one-year period to show their portfolio and themselves. Recently, walking through Paris, I found myself thinking what work I would exhibit in my upcoming museum show in Naples. Handbags, I'm just gonna do a handbag book and a show. It felt like another Go-Sees book to me. Friends of my girlfriend were asking me what kind of a photographer I am, what I photograph. I replied: 'Actually, come to think of it, mostly handbags.' I always like their astonished and disappointed faces! I realized through the 30 years of my career, I photographed a hell of a lot of handbags within my fashion work. And as the Americans once said to me, 'Where's the money shot?' I looked at them puzzled. 'Show me the money shot!' they repeated. Here they are: the money shots in this collection of images for my new book. Juergen Teller

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weaves together in-depth interviews and research at model castings, photo shoots, and runway shows to offer a glimpse into the life of the model throughout the 20th and 21st centuries. Once an ad hoc occupation, the “model life” now involves a great deal of physical and virtual management of the body, or what Wissinger terms “glamour labor.” Wissinger argues that glamour labor—the specialized modeling work of self-styling, crafting a ‘look,’ and building an image—has been amplified by the rise of digital media, as new technologies make tinkering with the body’s form and image easy. Models can now present self-fashioning, self-surveillance, and self-branding as essential behaviors for anyone who is truly in the know and ‘in fashion.’ Countless regular people make it their mission to achieve this ideal, not realizing that technology is key to creating the unattainable standard of beauty the model upholds—and as Wissinger argues, this has been the case for decades, before Photoshop even existed. Both a vividly illustrated historical survey and an incisive critique of fashion media, *This Year’s Model* demonstrates the lasting cultural influence of this unique form of embodied labor.

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critical responses are vital if this mono-culture is to be challenged. It offers inspirational evidence of alternative ways of engaging with design, and it will appeal to any reader with a questioning interest in design, advertising, cultural studies, media studies, and the visual arts.

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