



# Creating the perfect picture

For the brands Purmo Radson LVI we've created a new visual concept. It's a different and distinguished style of photography in which our products are the hero. Most striking is that the radiator is, surprisingly, hanging completely free in the environment instead of in its normal place; on the wall. The first images created within this series were crafted with our new designer radiators Tinos and Paros. Next to beautiful models they played a key role. Photography was masterminded by Frank Gielen, a Belgian photographer who is well known in the advertising and fashion industry because of the imaginative artwork he produces. This time he was working in close cooperation with Skillz, our advertising agency (Eindhoven, Netherlands).

Present at the set to interview Frank Gielen, we were witness to the creation of a new picture for a new campaign for underfloor heating. The same model was used as for the Tinos and Paros campaign, only this time without a visible product. "For this specific campaign we wanted to stay within the concept and decided that instead of the product, our model would float above the floor. Lifted by stratification she's floating and hanging completely free from the floor enjoying the comfortable warmth of underfloor heating," explains Frank Gielen.

It's impressive to see that for the realisation of these pictures four people are working around the female model Helene to get her

in the most comfortable position. Frank Gielen continues, "It's of course not possible to create the pictures we've had in our minds and visualised on paper in this setting. To realise what we want, we need different photos – with different angles - to create the perfect picture on the computer in photoshop." It takes some time for Frank Gielen to achieve what he painstakingly sets out to create, but finally he is happy with the results and free to talk about his life as a photographer and his work for Purmo Radson LVI.

"I think it is of great importance that I first of all understand what a client is searching for. I need to know what they do, what products they make, what drives them and

*Everything that helps to support their claims and sell their products*

what visual identity and brand position they have chosen. All of this helps me to create images that support their claims and help them to sell their products. And, of course, to create a unique visual approach that distinguishes them from others. Fitting the brand and the corporate identity of the company."

"My career I started in Amsterdam for that reason. I wanted to discover the art of creating the perfect picture which people would not forget when they were confronted with it. I wanted to create images which really grabbed your attention and told the story without reading the words that were written around it. The perfect picture stimulates your imagination and tells a story no copywriter can write. A story you'll never forget. As an assistant working with Charles van Gelder I got all the freedom I needed to develop myself as a photographer. Today I still use techniques I learned at his studio in Amsterdam."

"Of course a lot has changed in our industry. We work now with digital cameras with unbelievably precise lenses. With better light equipment and of course the possibility to re-touch and manipulate every image on the computer. Times have changed, but the impact and power of good conceptual pictures hasn't. >>



*The perfect picture stimulates your imagination and tells a story no copywriter can write*





## FRANK GIELEN

47 years old

married to Vé (Veerle) who is also his partner in the studio, father of Billie (15)

BORN Genk (Belgium)

FUNCTION - Owner and director of Frank Gielen Photography

### BACKGROUND

Frank Gielen is a well known photographer with a true and individual style. He creates images that are small works of art. His career started in Amsterdam where, as an assistant, he learned all the secrets of professional photography at the studio of Charles van Gelder, back then a really big name in the fashion and advertising industry. It appeared that he had all the talent needed to become a great photographer. After a couple of years in Amsterdam his next stop was Brussels. Here he had the opportunity to become a partner. But in 1990 he decided that it was time to leave this company and to start his own studio together with his wife Vé. From that moment on he conquered the world with his photography and with technical ingenuity. Frank's creative eye is recognised by many advertising agencies, by the fashion industry, but also by international brands. His philosophy is clear: An image must have a narrative function, allowing the model to play a key role.



“One picture says more than a thousand words. Something I really believe. For Purmo Radson LVI I tried to come up with a visual concept and treatment that really would stand out from the crowd - different from other radiator manufacturers and intriguing; in a sensitive but existing and recognisable environment. I created this concept in close cooperation with the client – Stefan Ramos and Elo Dhaene – and their advertising agency. The results from the first series we made with Tinos and Paros speak for themselves, but more importantly, they were embraced by the people of Purmo Radson LVI.”

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“My photo studio is in Hasselt, which for Purmo Radson LVI really is around the corner. Funnily enough we'd never met before. Therefore Tinos and Paros really were the first radiators that I saw through the lens of



Watch the full interview with Frank Gielen online.  
Go to [www.clevermagazine.purmo.com/en/01/movie/](http://www.clevermagazine.purmo.com/en/01/movie/) or scan this QR code with your smartphone.

my cameras. Next to the new image photography we also came up with a new visual approach for product photography. With different lighting, different camera angles and extreme close ups we created beautiful new product shots. Perhaps you think that I am exaggerating, but it's true. I am really proud – as we in Belgium say 'fier' – of the work I've done for Purmo Radson LVI and I am looking forward to working with them again on new projects.” ■

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