

ALEJANDRO ARDITI

The Berlin-based photographer, Alejandro Ardití, was born in 1978 in Córdoba, Argentina where he discovered the love to photography in his early childhood. The mid-90s were marked by his family's decision to move to Israel where Alejandro formed and developed his artistic mind and was increasingly determined to become a professional photographer. A Bachelor's degree in Communications & Photography Studies from Sapir College in Sderot in 2006, opened the young photographer the doors to a professional photography career in Israel and abroad.

Since 2005 Alejandro worked on a long-term documentation project - "In Palestina" - wherein he illustrates the weekly protests against the separation wall in Bil'in, Palestine. Using photography as a tool to document people's realities, delivering his visual experiences to the viewers/observers, was and is part of his philosophy and an integral part of his work. "In Palestina" marks the beginning of his young career, with exhibitions in Rome and Israel.

Alejandro's studio techniques and range of subject matter improved and widened sufficiently when he received the chance to work with the acclaimed Israeli photographer Miri Davidowitz in Tel-Aviv. Fashion & PR-photography were the main focus of the work, which taught him immensely about lighting sets and editing and processing images in Photoshop. His ability to finalize pictures in Photoshop improved to perfection during his time in Davidowitz's studio.

After moving to Germany in 2009, Alejandro Ardití established himself as a freelance photographer, first in Düsseldorf and later in Berlin. One of his first clients in Germany was the North American publisher "Wiley Publishing Inc.". Alejandro Ardití was contracted with the visual documentation of various cities in Germany for their Frommer's Germany travel guide book, which was published in 2011. Alejandro is also the in-house photographer for the calendar "Durch das jüdische Jahr", which is published annually by the Jüdische Verlagsanstalt Berlin. For this diary Alejandro creates photo series, which deal with topics such as the 100th birthday of the city Tel-Aviv, German Synagogues, or the general workforce in Israel.

The growing field of product photography, which gains importance both in the internet-based market and in general demand, let the photographer to also specialize in this terrain where he attained experience in working for a large-scale design-furniture company and various smaller clients that sought to visualize their products. A good eye for detail and his exceptional Photoshop skills assist Alejandro Ardití in always finding the right balance between merely exposing the product. A good eye for detail and his exceptional Photoshop skills assist Alejandro Ardití in always finding the right balance between merely exposing the product as an image to the observer and giving it the very special character it deserves.