

# Joachim Baan

Photography  
Lombokstraat 32  
Utrecht  
Netherlands

View the full portfolio at <http://www.thecreativefinder.com/anothercompa>

## Professional Experience and Curriculum Vitae

The green and dreamy atmosphere of a summer evening, the smell of rain and flowers floating outside the manor and the sound of crickets in the background. Colours are soft, the air is thin... In a split second you see the perfect composition, a setting which resembles how you perceive the world; a pure moment of grace.

The last four years Joachim Baan has been traveling through different cities and countries. Amsterdam, Barcelona, Berlin, Prague, Istanbul, Cape Town, Johannesburg, France, Greece, Romania, Namibia, Botswana.

Between those places he took photographs not in a usual way, but the way he perceived it, as his experience. Without noise, without all unnecessary colours, objects and lights. With one camera, one hart, but with two eyes.

Without any education Joachim Baan started 5 years ago working as a graphic designer and started photographing in a need to have images for his designs he experienced the richness and the trueness of photography. Using the full possibilities of mixing graphic design, art direction and photography brings him here. His photographs help to appreciate the ordinary things in life. In his pictures he tries to capture what the hart sees; the individuality, the sometimes breathtaking silence of todays cities and places in a romantic admiration for nature.

Joachim Baan (1979) is graphic designer and art director for ...,staat (a creative agency in Amsterdam / [www.staatamsterdam.nl](http://www.staatamsterdam.nl)) and works under the name anothercompany ([www.anothercompany.org](http://www.anothercompany.org)) on private and autonomous projects in photography, art and design.

With a solo exhibitions in 2002 and 2003, several publications in magazines and online, late 2005 it was time for a book: For as long as I can't remember (ISBN 90-9019790-7) A perfectly bound, full color book with pictures of the past four years. Restricted and numbered version of 1,000 copies. Sold online ([www.anothercompany.org](http://www.anothercompany.org)) and in international bookstores.

## Previous Clientele

for more information check [anothercompany.org](http://anothercompany.org)

## Awards and Accolades

Please kindly get in touch for more information.

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