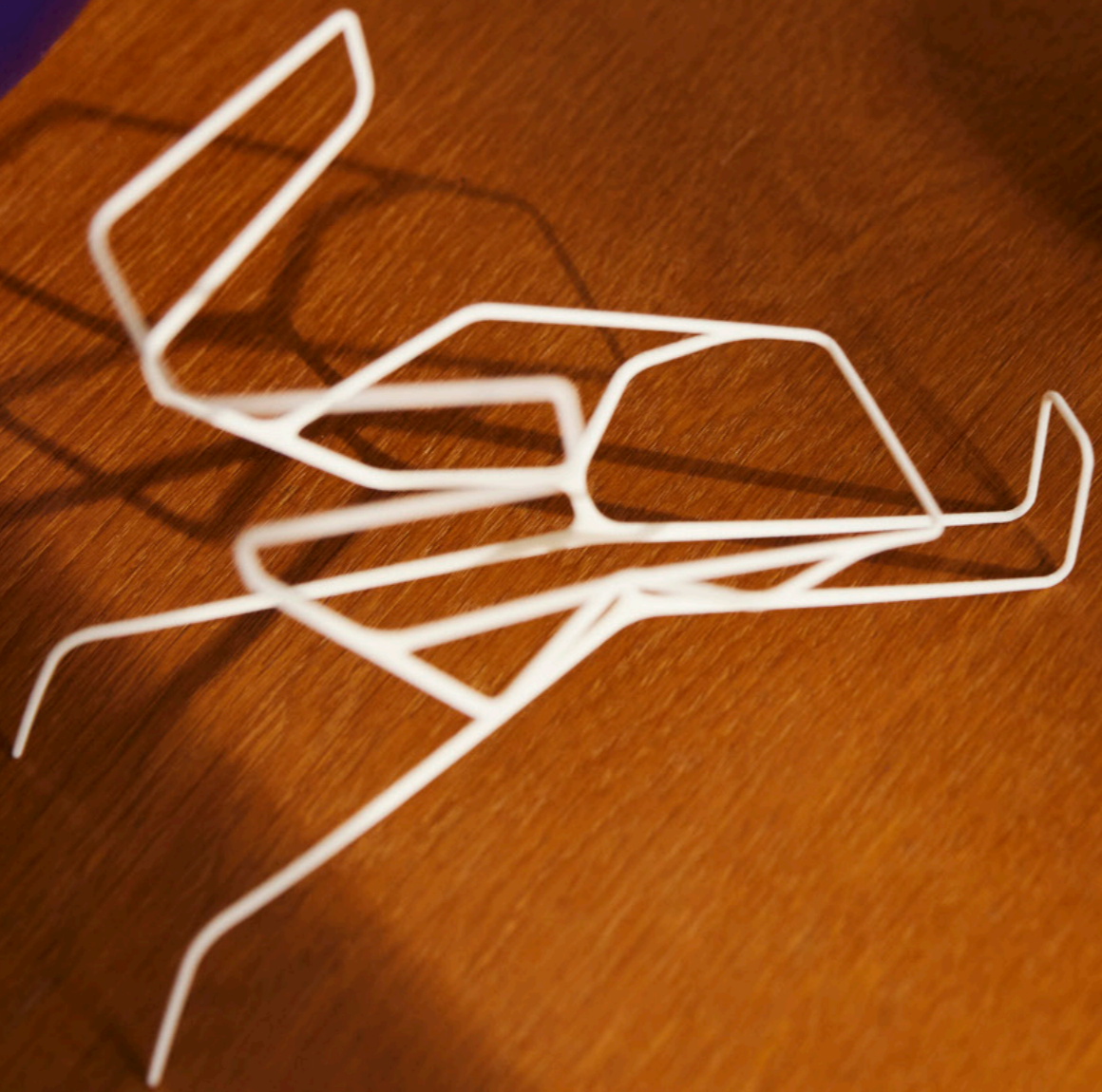


PORTFOLIO 24

commercial work
Joan Minder

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@joanminder



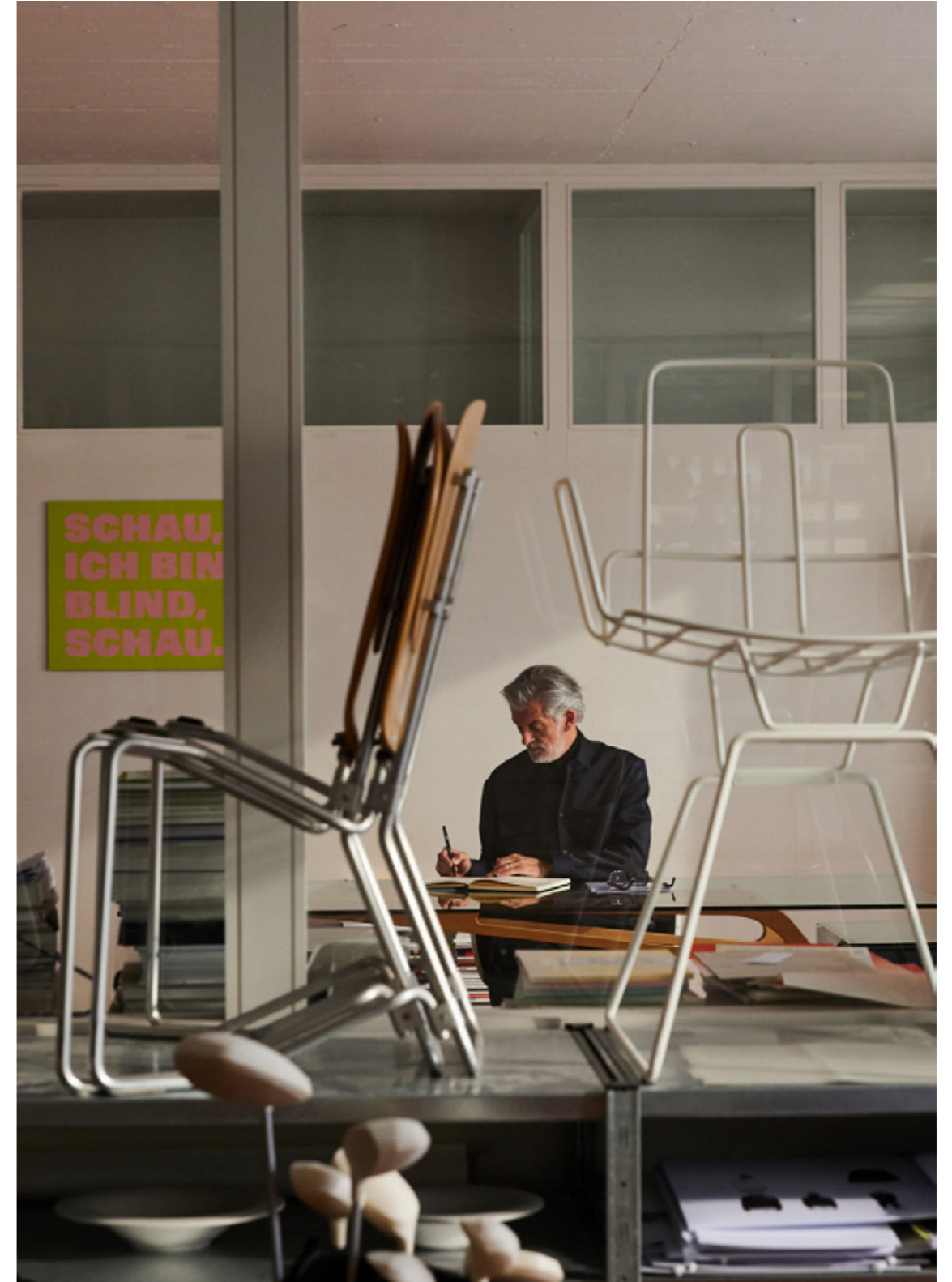


Image World, Golfyr, 2023

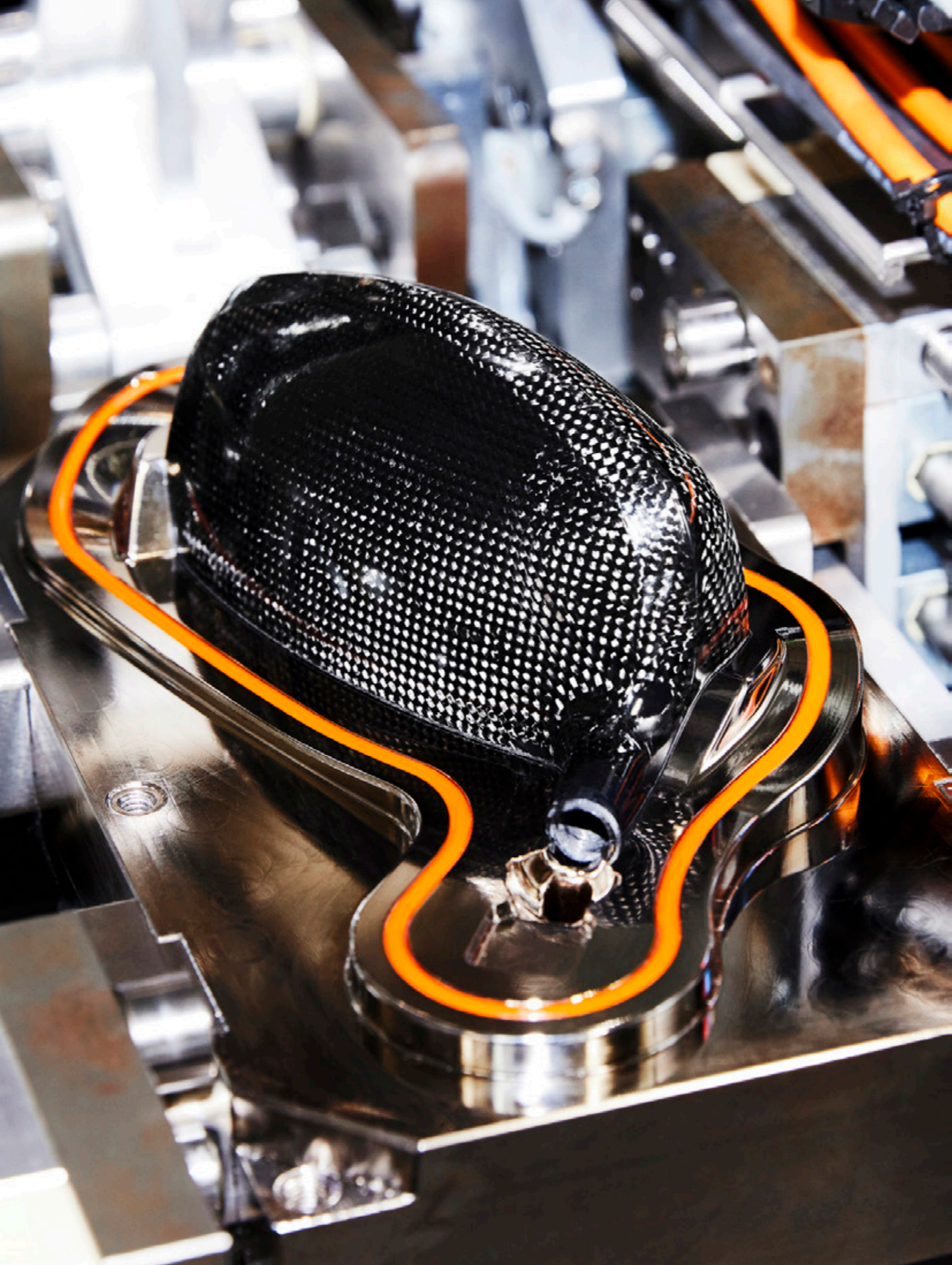


Image World, Golfyr, 2023



Image World, Alfredo Häberli, Golfy, 2023





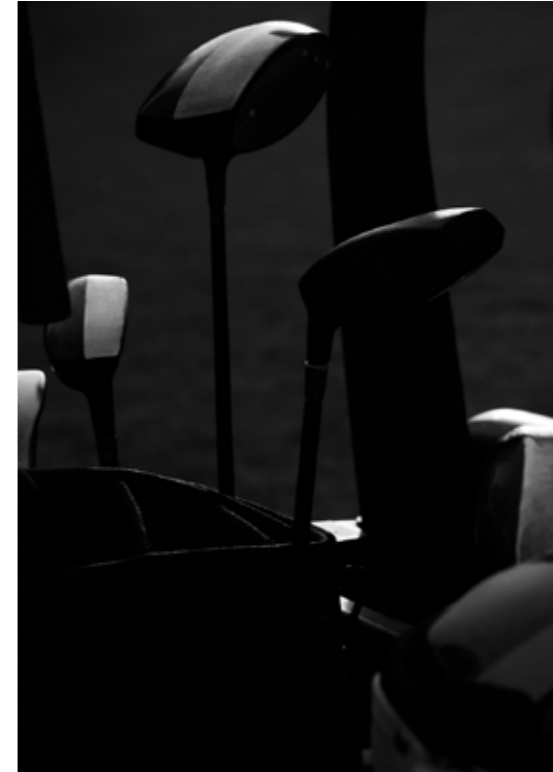


Image World, Golfyr, 2023



Campaign, L'Occitance en Provence, 2021





Campaign, L'Occitane en Provence, 2021



Campaign, Pro Infirmis, 2023





Campaign, Pro Infirmis, 2023



Campaign, Varese with Christa Rigozzi, 2020



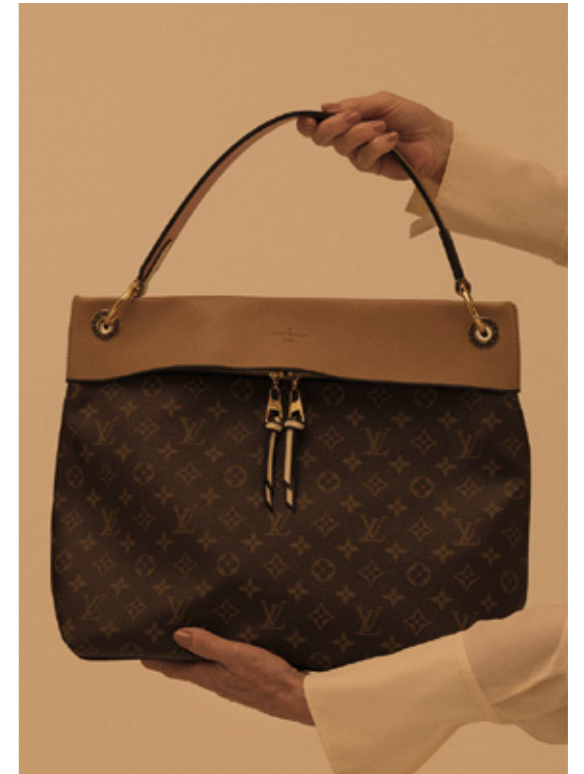


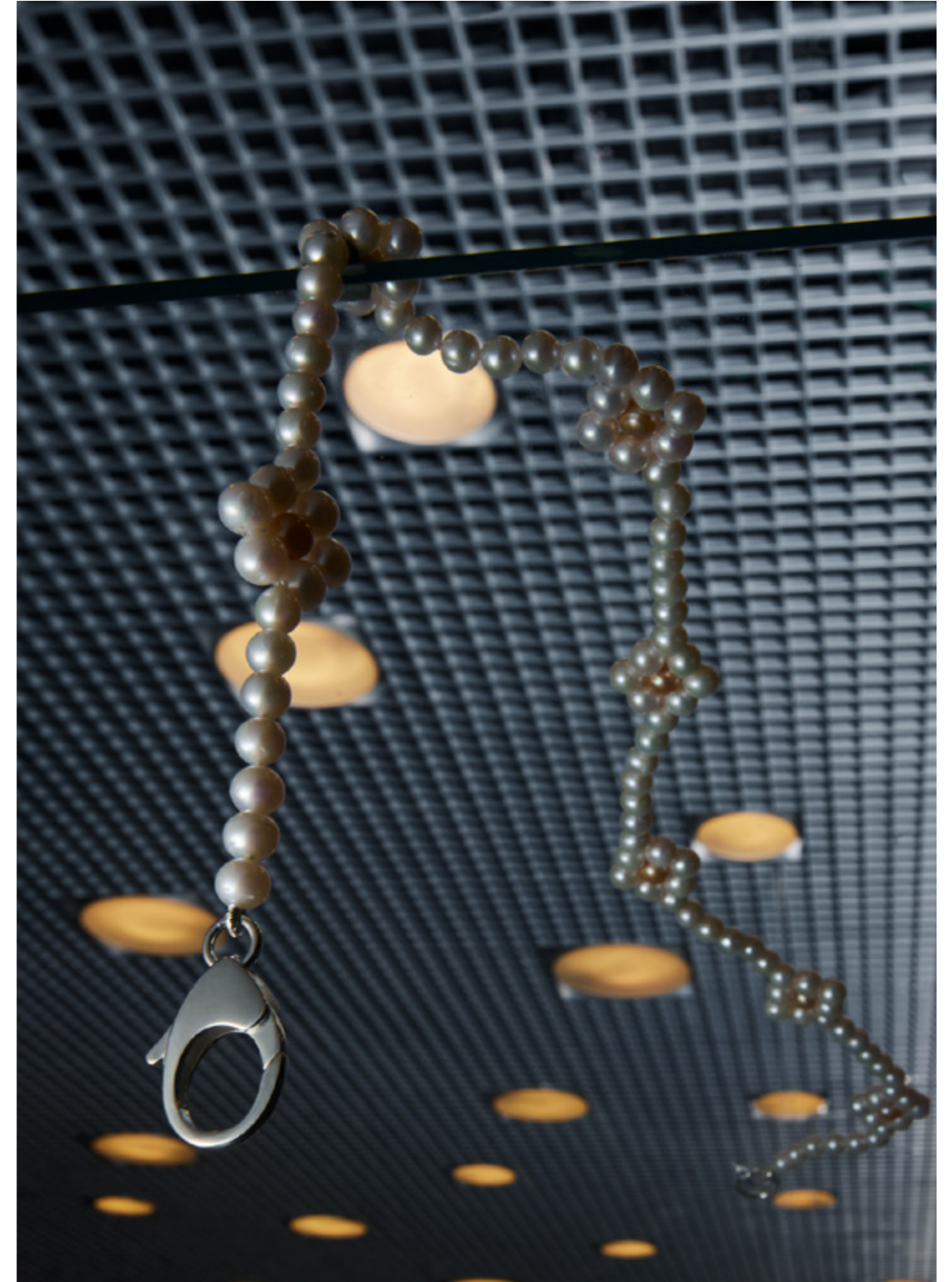


Campaign, Zimmerli, 2021



Still Life, annabelle, 2018





Social Media Campaign, Highsnobiety GATEZERO, 2021



Social Media Campaign, Highsnobiety GATEZERO, 2021



Campaign, On Running, 2022





Image World, Schloss Schauenstein, Andreas Caminada, 2022



Image World, Schloss Schauenstein, Andreas Caminada, 2022



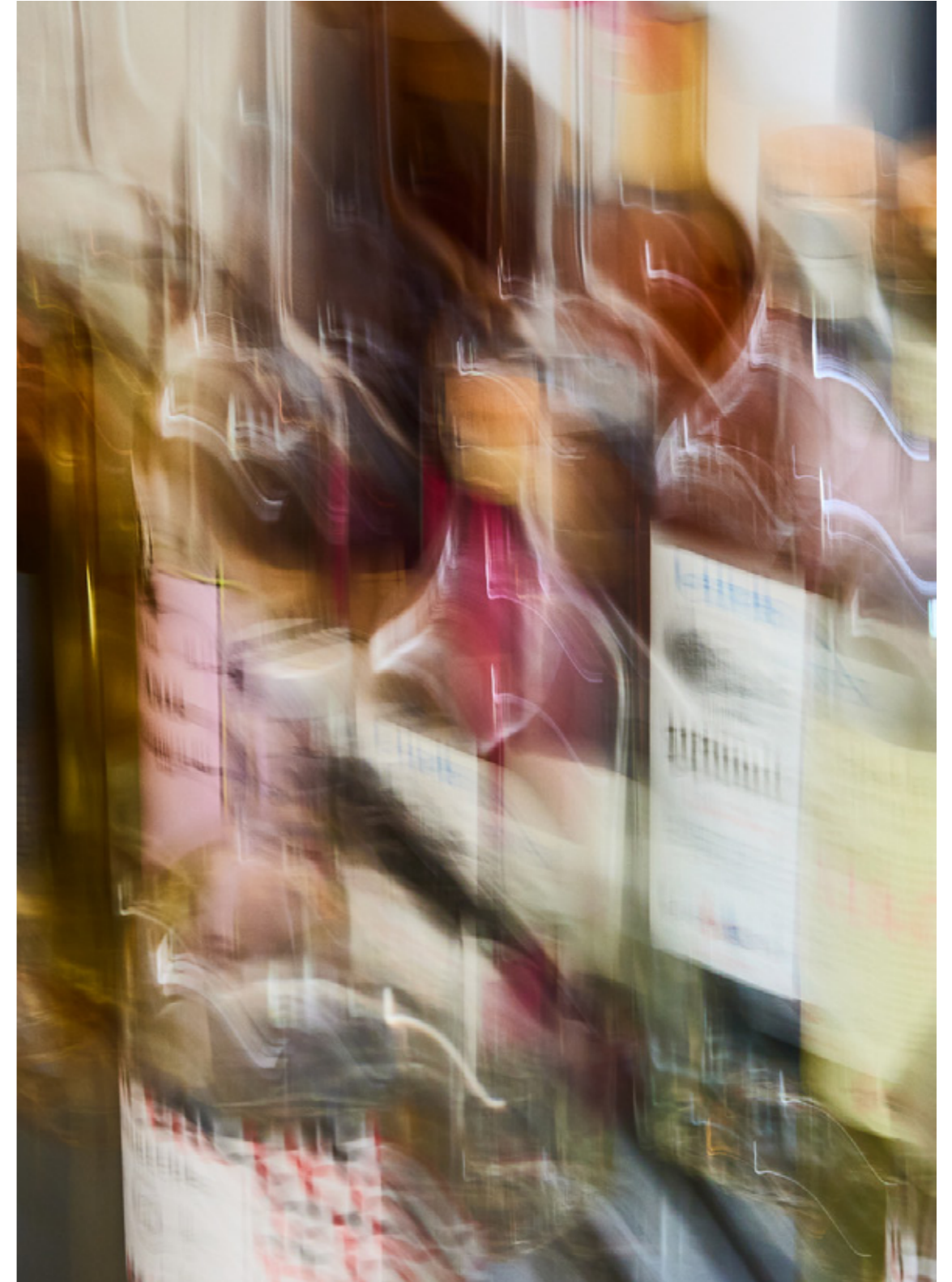


Image world, Schloss Schauenstein, Andreas Caminada, 2022



Campaign, Meister Schmuck, 2022





Social Media Campaign, RADO, 2021




RADO

Captain Cook
300m / 1000ft

SWISS
MADE

8

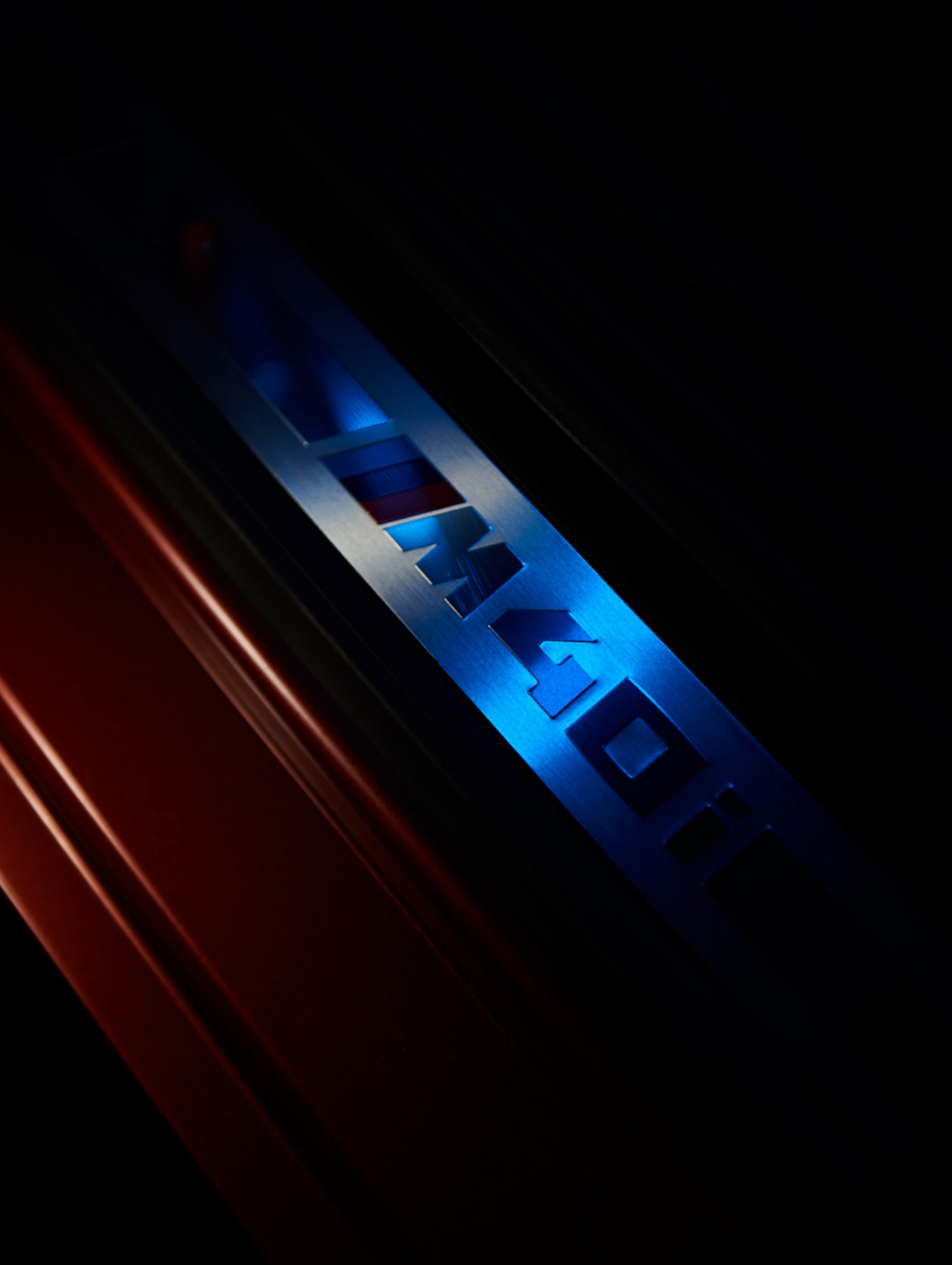
45

30

15

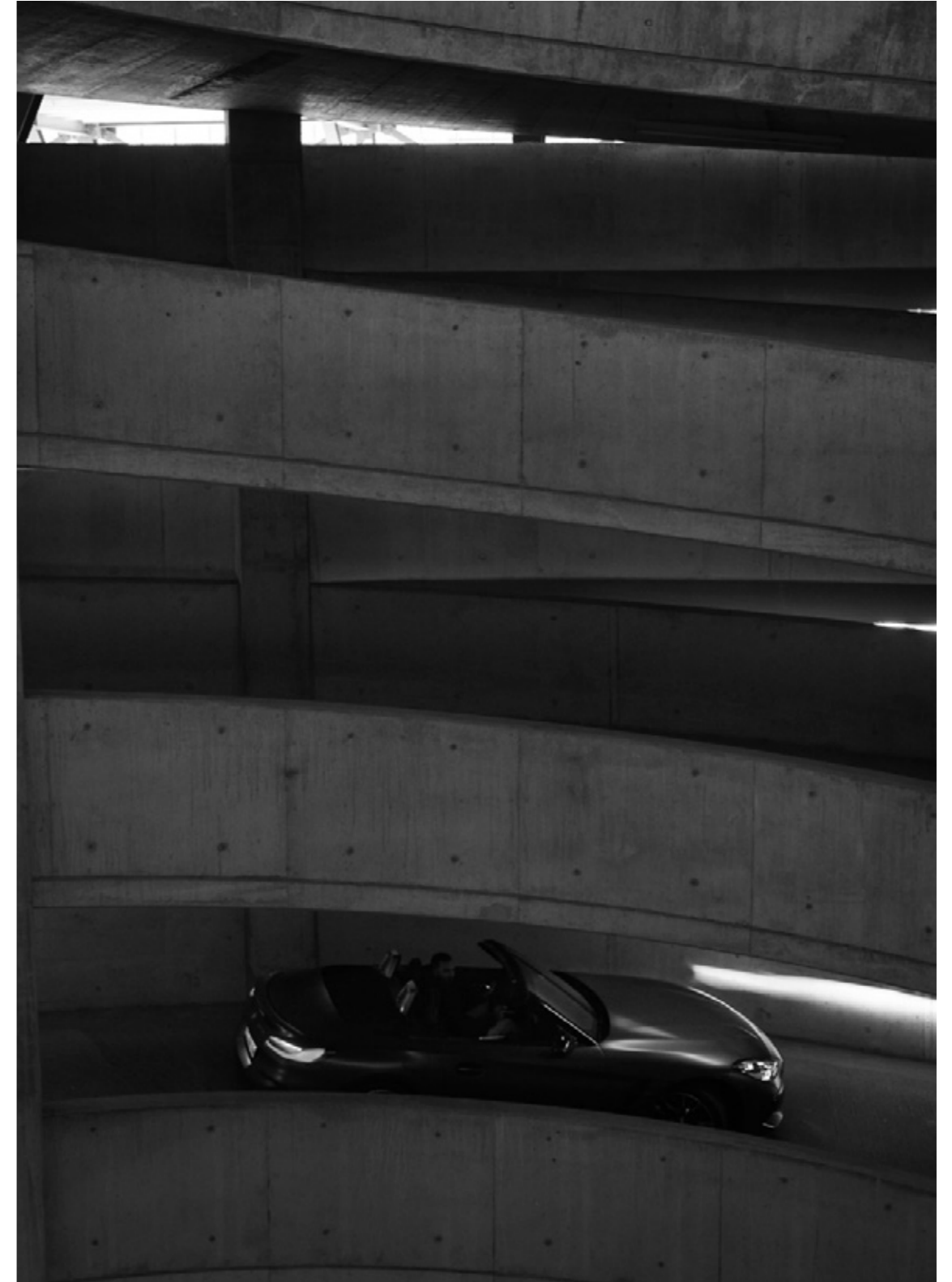


Advertorial, BMW en route, 2019



Advertorial, BMW en route, 2019





Advertorial, BMW en route, 2019



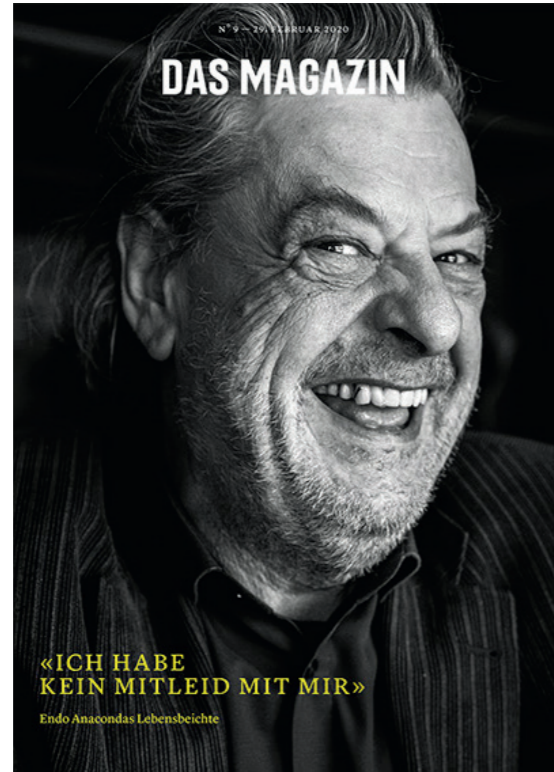
Microlino, Campaign, 2023



Microlino, Campaign, 2023



Microlino, Campaign, 2023





Joan Minder is a photographer and director.

His practice ranges from artistic to commercial projects, consistently aiming to capture human life in all shapes; honest, raw and atmospheric. It's the everyday nuances of life that fuel and inspire him the most. In his images, he creates a variety of genres and new worlds with moody and imaginative settings.

After graduating from the University of Bern with a Master of Law, Joan decided to follow in his father's and grandfather's footsteps and dedicate his time to photography. He spent five years refining his skills at Annabelle photo studio before starting his own studio in Zurich, where he currently lives with his wife and children.

Clients

BMW
Carl F. Bucherer
Credit Suisse
Coop
Die Schweizerische Post
Dove
Dyson
ETH
FREITAG
Gault&Millau
Golfyr
Greenpeace
Highsnobiety
L'Occitane en Provence
L'Oréal
Microlino
Migros
Ochsner Shoes
On Running
RADO
TWINT
V-Zug
WWF
Zimmerli
Zürcher Kantonal Bank

Publications

annabelle Magazine
Bilanz
Bolero
Caminada. Das Magazin
Das Magazin
DIE ZEIT
Gault&Millau
Interview by Ringier
Konfekt
Le Temps
Monocle
Neue Zürcher Zeitung
Red Bull Bulletin
Republik
Süddeutsche Zeitung Magazin
ZEIT Verbrechen