

Press Release of May 2010

## WHO IS THE EYE BEHIND THE LENS RESPONSIBLE FOR AXICIA'S SPECTACULAR PHOTOS?

A picture paints a thousand words! Particularly so when trying to capture the many facets of Frank Gehry's genius embodied in his unique building on Pariser Platz. In the axica Congress and Convention Centre it is not simply a case of "snapping" events, as each event is in itself something of a work of art.

From the very beginning the axica team has placed its trust in Nicole Fortin, artist and photographer.

She has been working in Berlin as a freelance photographer since 1983. Born in Montreal, she studied Photography at the Cegep de Matane in Quebec from 1975 – 1979. She speaks fluent French, German and English and has her own studio for still life and portraits as well as a mobile photo-studio for working „on location“. Nicole Fortin knows the axica building on the Pariser Platz inside out and has shot every angle and perspective over the years, although she treats each event shoot as a new challenge.

There would simply be no axica brochures or presentations without Nicole's work. „Our clients often ask who is responsible for the wonderful photos in our presentation material, especially those wanting to photograph their own events here, and we are always more than happy to recommend Nicole.“ explains Nicola Brunath, Events Director for the axica. "Whether the focus is on the architecture, the atmosphere of the event or on the VIPs and guests attending, Nicole has the talent and ability to capture the right moment and her work has contributed greatly to the development of the axica style" she adds.

But it is food shoots which Nicole particularly relishes. She expertly captures the gastronomic delights of Chef de Cuisine Mirko Lummert in their full glory, with images oozing marvellous depth and contrast.

Currently Nicole is busy shooting the up coming catering brochure which contains a whole range of new food arrangements, a job she dedicates herself to with typical commitment and enthusiasm.

More pictures under: [www.nicolefortin.com](http://www.nicolefortin.com)

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