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**Beautiful unspoilt Switzerland.** Landscape photography with a difference – Max Schmid is one of Switzerland’s most prominent landscape photographers and he focuses his attention on the nation’s few remaining unspoilt regions. His work is as astonishing as it is beautiful.

By Heinz Eckert

Max Schmid, who was born in 1945 and lives in Winterthur, is one of Switzerland’s greatest landscape photographers. His work has appeared in 40 illustrated books and various magazines. In addition to Switzerland, he also has a passion for Iceland (“my second home”), the Nordic countries, Patagonia and New Zealand. Schmid is self-taught and

only became a professional photographer at the age of 42. He previously worked as a tiler, first in his father’s business and then in a business of his own. Max Schmid, who still works with traditional equipment and does not process his photographs on the computer, regrets that landscape photography no longer enjoys the status it once had. His tech-

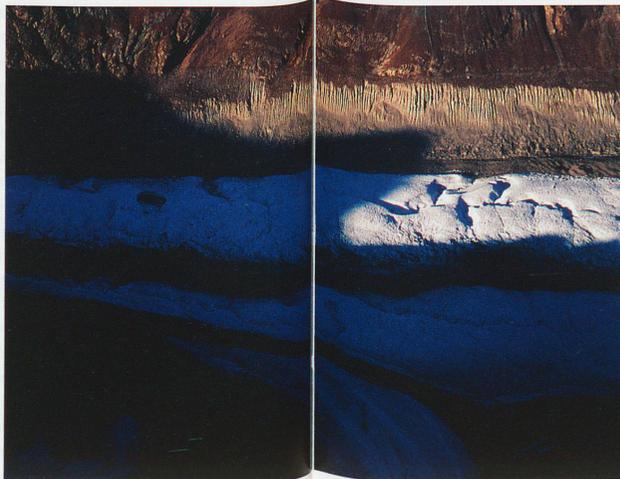
nique makes his work even more impressive. However, he does not rule out working with digital equipment one day as he believes modern technology also has its benefits.

When Max Schmid photographs Switzerland, he is keen to focus on the untouched landscapes “of which there are unfortunately very few left”. What he discovers and depicts

is astounding and often completely different from the typical images we have of Switzerland. His pictures of Switzerland have the optical effect of taking us out into the big wide world.



Lake Zug



Gorner Glacier



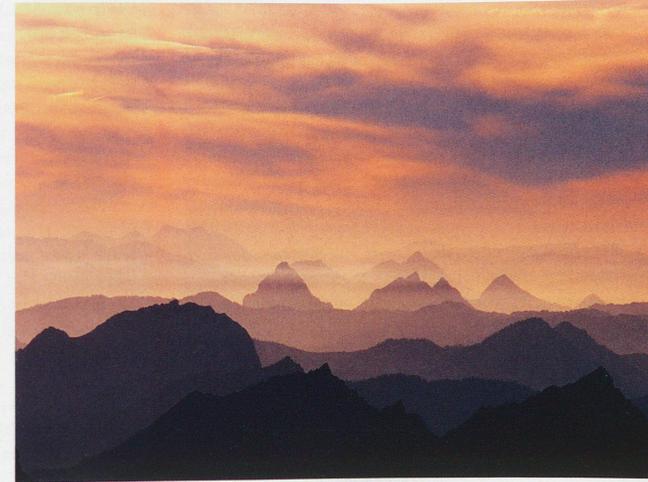
Rhone Glacier



Rhine Canyon



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