

Every photograph taken by Urs Lang-Kurz is "expressive", regardless of whether it is a portrait, a motor car, a trunk or a fashion plate. There is beauty everywhere, and the technique is so brilliantly mastered that it recedes into the background to the point of being forgotten. The composition, the nuances of the grey tones and the cleverly distributed lines convey a feeling of pleasing harmony. The advertising ideas contained in the photographs are convincingly reflected by this quality. Translated by W. L. Campbell



Rückenakt
A bag view



Sportkopf
A sportswoman