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Island dreams: the new febi workshop calendar

For some, it is the perfect island for a summer holiday, for a spare parts specialist it is the perfect place for a calendar shoot: the photos of the febi workshop calendar 2019 were taken on Mallorca this year.

At the end of June, a team of twelve went to the popular island of many sun-worshippers. Around the capital Palma, the photographer Christian Deutscher staged the three models Luca, Thanee and Dorothee at different locations - in the hotel room, in the pool, at sea and on the beach promenade. Over 6,000 photos were taken in just a few days.

However, only the twelve best motifs made it into the 2019 calendar. The 18th edition comprises around 65,000 copies and is sent exclusively to customers and independent workshops worldwide.

A video team also accompanied the photo shoot. The short film on www.youtube.com/ferdinandbilstein shows the complex preparations, which are necessary for each photo: The make-up must be perfect, the lighting conditions must be right, the scenery must be ideally staged. The perfect photos, which later end up in the calendar, gave only a glimpse of the sweaty work that went into creating it.

Background:

Press Release

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