

## What's new, Michael Ullrich ? Interview by Nadine Dinter

[oeildelaphotographie.com/en/whats-new-michael-ullrich-interview-by-nadine-dinter](https://oeildelaphotographie.com/en/whats-new-michael-ullrich-interview-by-nadine-dinter)

Nadine Dinter May 1, 2025



I first met Michael Ullrich back in 2021, when he was hired to shoot the Saboteur campaign with DJ Hell. I was instantly drawn to his photographic style and the way he captures moments. Now, several shows down the line, it felt like the right time to talk about his background in art, photography, and music – and to properly recap the journey so far. Enjoy the read!

**Nadine Dinter:** Your photography is a blend of fashion, lifestyle, and portraiture. Do you have a name for your particular genre?

**Michael Ullrich:** From an early point in my life, I was influenced by record covers and music videos. At some point, I discovered grunge and punk, and I was immediately captivated by the aesthetics. That influence continues to this day, though over the years there's also been a bit of glam mixed in. It's hard to find a name for it. For me, it's more about creating an atmosphere and feeling.

**One of your teachers was Juergen Teller, alongside Martin Fengel and Friederike Girst, during your studies at the Nuremberg Academy of Fine Arts. Did Teller's signature style leave a mark on your own photography?**

**MU:** I've met many interesting and inspiring people on my journey so far, and Juergen was one of them. He had a huge influence on me. Not so much his way of photographing, but as a person. He has a great perspective on things and on photography. This style and his humor have influenced me in my work. It's always been important to me to connect with people and go through life with open eyes and ears – whether in music, on a shoot, or in the forest – to listen to the good stories and find what inspires me.

**How do you prepare for a shoot? Do you have any rituals or a particular way of approaching it?**

**MU:** I usually listen to my favorite records and make sure there's film in the camera – haha. Then I talk to the people I'm shooting with. For me, a shoot is always a bit like summer camp: Let's have a good time and create something great together. What has always fascinated me about photography is the ability to create something from nothing. My work is often very spontaneous, so sometimes I can't really prepare. I try to find the moment, or create it, and then capture it. There's something exciting about acting in the moment, something unpredictable. For me, that's often where the excitement lies.

**You've shot campaigns and editorials for a long line of big names like Burberry, Valentino, Armani, Alexander Roys, Saboteur, and Tod's, as well as the coolest magazines like *ACHTUNG Mode*, *SZ Magazin*, *FAZ Magazin*, *ZEIT Magazin*, *Numéro*, *System Magazine*, and *Salamé Magazine*. Do you choose your clients, or do they find you?**

**MU:** I was fortunate enough to have people who gave me a chance and supported me. Many of them became friends, and we still work together today. I always do what feels good and what I see myself in and can identify with. There is nothing I love more than shooting with my friend and fantastic designer Alexander Roys, or doing an editorial with *Achtung Mode*, to name just two examples. I spend a lot of time looking around, observing what's going on. That's how I come across exciting things that I want to do. I have just as much fun photographing a record cover as I have doing a fashion shoot or a music video. I try to combine all the influences that have shaped me over the years. I think you can see and feel that in the way I do things.

**You're showing a selection of your photographs at one of Berlin's hottest locations, Studio 1111. What can we expect to see, and how was it curated?**

**MU:** Studio 1111 is a fantastic location on Potsdamer Strasse, run by Friederike and Till. I'm incredibly excited about this show. I'll be showing 40 images from my *You & I* series. The works will be projected meters high onto the walls. They have this great concept where you practically stand inside the pieces. That's super cool. The show opens on May 1. Come by – I'll be waiting for you at the bar.

**No client is too difficult, no label too big. What's your secret? Do you have an icebreaker?**

**MU:** Make jokes, have fun, and don't take things too seriously. That's when things turn out best. Everyone is nervous and excited at the same time. Ultimately, we all want the same thing: good pictures and a great time.

**Over the past two years, you've had exhibitions across Germany – ranging from nude self-portraits to burning flowers and hot & hazy portraits. What's next on your wish list?**

**MU:** I had one wish, and it came true: to have a photo hanging at the Paris Bar in Berlin. Otherwise, I'm looking forward to everything that's coming up. I love the Kunstpalais in Erlangen – I'm currently part of a great show there called *the artist is naked*, alongside amazing artists like Valie Export, Gerhard Richter, Kensise Anders, and Juergen Teller. Every space has its own energy. I can't wait for my next show at the great Pulpo Gallery and, of course, the one at Studio 1111. Beyond that, I'm looking forward to all the great things that are still waiting out there.

**You won an award for Best Music Video for the first album by DJ Hell and Jonathan Meese. How was it working with them, especially since you also create music & visual art yourself? Do you see yourself in different roles depending on the project?**

**MU:** Working with Jonathan and Hell was a lot of fun. They're both great characters with incredible creative energy. Making the video was a wild ride, and winning that fantastic prize was, of course, mind-blowing. I've always been a huge fan of Hell's music and Jonathan's art, and [his mother] Brigitte, of course. It was a bit of a dream come true to be able to make that video.

To be honest, I always go with the flow and what feels good at that moment. I don't really see myself as a photographer, designer, or musician. I see the camera or the drums or whatever as tools to express my creativity. I choose the tool that is most suitable at that moment to give a project as much expression as possible.

I often jump into the cold water and try things I've never done before. That was definitely the case with that video. Luckily, it turned out very well.

**What's next for you?**

**MU:** I'm looking forward to everything that's coming up – including a few exhibitions, shoots, concerts, and a new record with my band POLIZEI. I'm also with an agency now – shout out to Anke and Mondlane from Schierke! I'm always open to great projects, talks, or just having a beer here at my friend's bar, Schwalbenschwanz.

**Any advice for photography students just out of university?**

**MU:** Listen to your heart. Do what interests you. Don't listen to others, or at least listen to the right ones. Trust in yourself and your vision.

**Save the Date:**

May 1, 2025, 6 pm

Michael Ullrich "In Between the Lights"

at Studio 1111  
Potsdamer Strasse 96, [10785 Berlin](#)

**For more information, check out Michael's IG account [@michael\\_ullrich](#) and [www.michaelullrich.co](#)**