



## Celebrating 100 Years Of Strength. Performance. Passion

Holcim turns 100 years this year. To commemorate its Centennial, the company commissioned a unique artistic exposition. Leading international portrait photographer Marco Grob and the reputed industrial photographer team of hiepler, brunier were invited to visit a worldwide selection of Holcim's group companies to capture images of the company's workers and workplaces.

### The Outcome

The outcome is a spectacular presentation of candid human portraits and brilliant images of industrial architecture. The effect is enhanced



Portraits Of Holcim Employees By The Renowned Photographer Duo

when expressed in black-and-white photography.

The result is a tribute to 80,000 Holcim Group employees in 70 countries offered simultaneously as a unique corporate exhibition displayed in the world's leading cities and a Photobook titled "Industrious" meant as a memento for distribution to all employees of group companies.

ACC Limited is proud to have been chosen for this initiative. Gagal and Wadi plants and their people are featured in the series to represent Holcim in India.



The assignment sounded enticing: to photograph ten Holcim production sites — heavy industry. The only condition was to work in black and white. That bears witness to the courage and self-confidence of this company.

As we stood outside the first plant and became aware of the size and complexity of the production sites, we realized how much effort goes into the work of turning limestone into cement, especially on a global scale. From this point on we were excited. We had set out on an adventure: giant plants, pipes spewing sparks, monstrous machines, fantastic swathes of dust and the most modern technologies, the old and the new. In the end, our journey took us to 13 countries and 16 different destinations. Each was interesting in its own right, the plants were similar but never identical, always full of surprises, never dull. For us, having long worked in industrial settings, it was a photographer's paradise.

We were astounded as we took it all in, considered our approach, our position.

We've tried to find images that portray more than superficial sensations, ones that capture the density of the sites, that do not judge, but that convey our fascination to the viewer.

### HIEPLER, BRUNIER

German photographer duo has been working together since 1996 under the name hiepler, brunier. They specialise in landscape, architecture and transportation images. David Hiepler, born in 1969, grew up in Dusseldorf and Basle. Fritz Brunier was born in 1972 and grew up in Bad Worishofen. Both were trained as photographers at the Letzte Verein in Berlin. Their work has been displayed in various exhibitions in Germany, Switzerland, France, Russia and England as well as in Paris, St. Petersburg, and Edinburgh. Their clients include leading companies such as Audi, bulthaup, Chrysler, Siemens, Camel, The Post Bank and Swiss Reinsurance apart from advertising agencies like BBDO, Ogilvy & Mather, Publicis and others including Vogue, Audi, BMW Magazine, VW Magazine and Die Zeit. The work of hiepler, brunier has merited many distinguished awards, including from the European Architectural Photography Prize, Cannes Lions, and New York Festival.

On our travels we encountered upright people, full of pride. Most of the time they set themselves in front of my camera with an attitude which seemed to say: "look here I am. No more, but also no less." With a vibrancy and charisma lacking in most statesmen. We photographed encountered in my 25 years as a portraitist. They told stories about every aspect of life. Frequently about work, work which had sometimes been carried out by whole families and generations who had been bound to the cement plant often for more than 40 years. A whole life long. They are the plant, and the plant is them. As the project went on I was reassured by how nervous I was, it was the same nervousness I feel when I have presidents or film stars in front of the camera. It's the nervousness that pushes me on to capture the glow which, if I'm lucky, lasts a few minutes. Like a flame in a wind. Producing cement, aggregates and concrete is hard and dangerous work, often carried out under extreme temperatures and difficult conditions, requiring a certain kind of person to stand up to it all. The people whom we met and with whom we worked do exactly that. I tip my hat to them and dedicate this, my work, to them all.

### MARCO GROB

Born in Switzerland in 1965, Marco Grob began his career as a photographer's assistant in Los Angeles. He returned to Switzerland to work first as a still life photographer and then switched to portrait and fashion photography. Grob travelled to many countries before he moved to New York. Grob has taken pictures of political personalities like Barack Obama and Hilary Clinton, as well as celebrities such as George Clooney, Leonardo Di Caprio, Sandra Bullock, Uma Thurman and Kevin Costner and musicians like Elton John, Seal, Boy George and Lady Gaga. He works for some of the world's leading magazines like Time, Business Week, Vogue, GO and Cosmopolitan, besides being commissioned by Walt Disney Studios, Louis Vuitton and BBC. In 2007 Marco Grob received the prestigious Hasselblad Masters award.