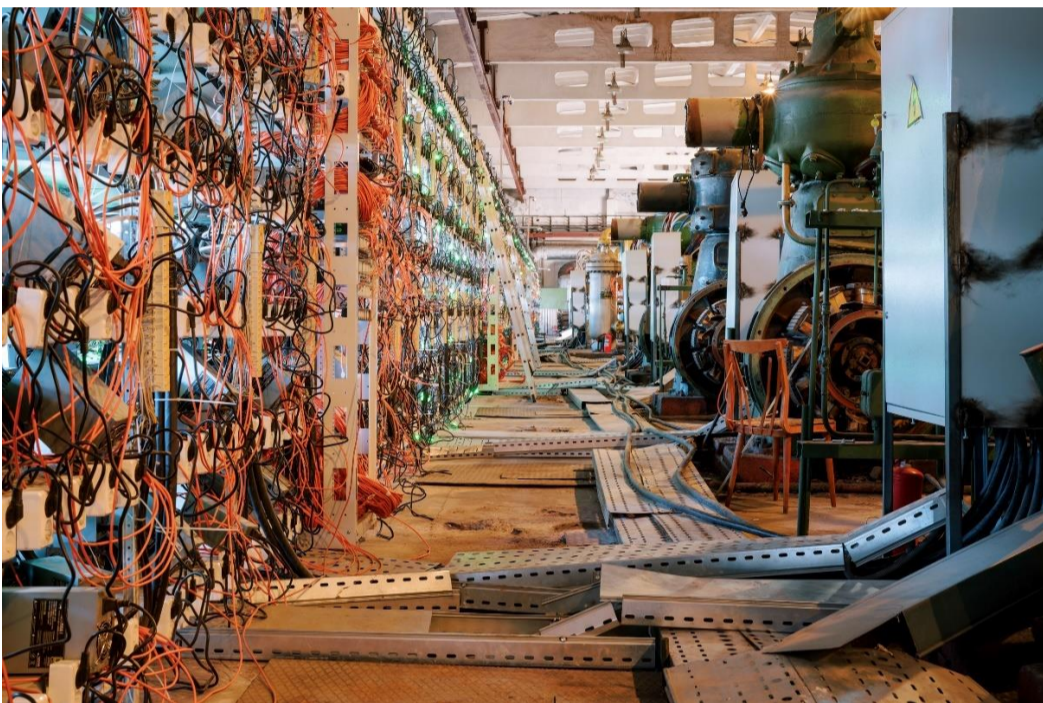


FORMAT 2024

FORMAT International Photography Festival happens every other year in Derby. As a part of FORMAT's off year programme the festival has partnered with LCB Depot to celebrate its 20th anniversary, bringing amazing international photography to Leicester!

Venues across the city are hosting exhibitions from **25th March - 26th April 2024**. Find out more about the exhibition venues and artists involved at <https://lcbdepot.co.uk/event/format24/> or @lcbdepot



Proof of Work

Danny Franzreb

Photography and Photo Book

"Proof of Work" is related to the theme "Future Now" through its exploration of a world that might shape the future of finance. It documents that world and at the same time provides a glimpse into a possible future of the space.

Proof of Work is the first body of work and photobook to offer detailed insight into the world of Blockchain, Bitcoin, NFTs, and the people driving it. Amid the cryptocurrency boom of 2021-2022, Danny Franzreb embarked on a year-long journey to explore the world of miners, investors, and early adopters of digital currencies. The resulting body of work captures the unique individuals and diverse locales of the crypto scene, ranging from small-scale basement prospectors and industrial mining farms in Russia, to high-tech, sustainable factories in Sweden (more info in the book, see link below).

Link to PDF:

<https://www.dropbox.com/scl/fi/pvcpfddqvzmozpl5202r7/Proof-of-Work.pdf?rlkey=pudqdobrc9d6pz2u52k2oru3d&dl=0>

Link to Review on ASX:

<https://americansuburbx.com/2024/01/danny-franzreb-proof-of-work.html>

Link to the book:

<https://hartmann-books.com/en/produkt/danny-franzreb-proof-of-work-en/>

Acknowledgments:

Silver Medal, German Photo Book Award 2023

Lucie Photo Book Prize Finalist, Lucie Foundation 2023

3000,00 GBP

Artist Bio

My project-based approach is rooted in the exploration of the transformative impact of modern society. The work investigates the intersection between society and individual identity, capturing stories of people and places undergoing significant change.

Lately, my work has won awards like the German Photo Book Award in silver or the Emerging Photography Award. I have participated in exhibitions at the Museum of Work in Hamburg, Stadthaus Ulm, the Aperture Gallery in New York, and MISC in Athens, among others.

In addition to my photography, I work as a design professor at HNU since 2010, and have served as a digital creative director for brands such as Leica, Schneider-Kreuznach, Zeiss, and Mercedes-Benz, winning awards including the Red Dot, ADC, and iF Award. I live in the southern part of Germany in Neu-Ulm with my wife and daughter.

Instagram: [@dannyfranzreb](https://www.instagram.com/dannyfranzreb)

