



# FAIL BETTER!

Hannes Schmid: Photographer. Speaker. Utopian





# HANNES SCHMID

Click the picture to open a short online-video about Hannes Schmid

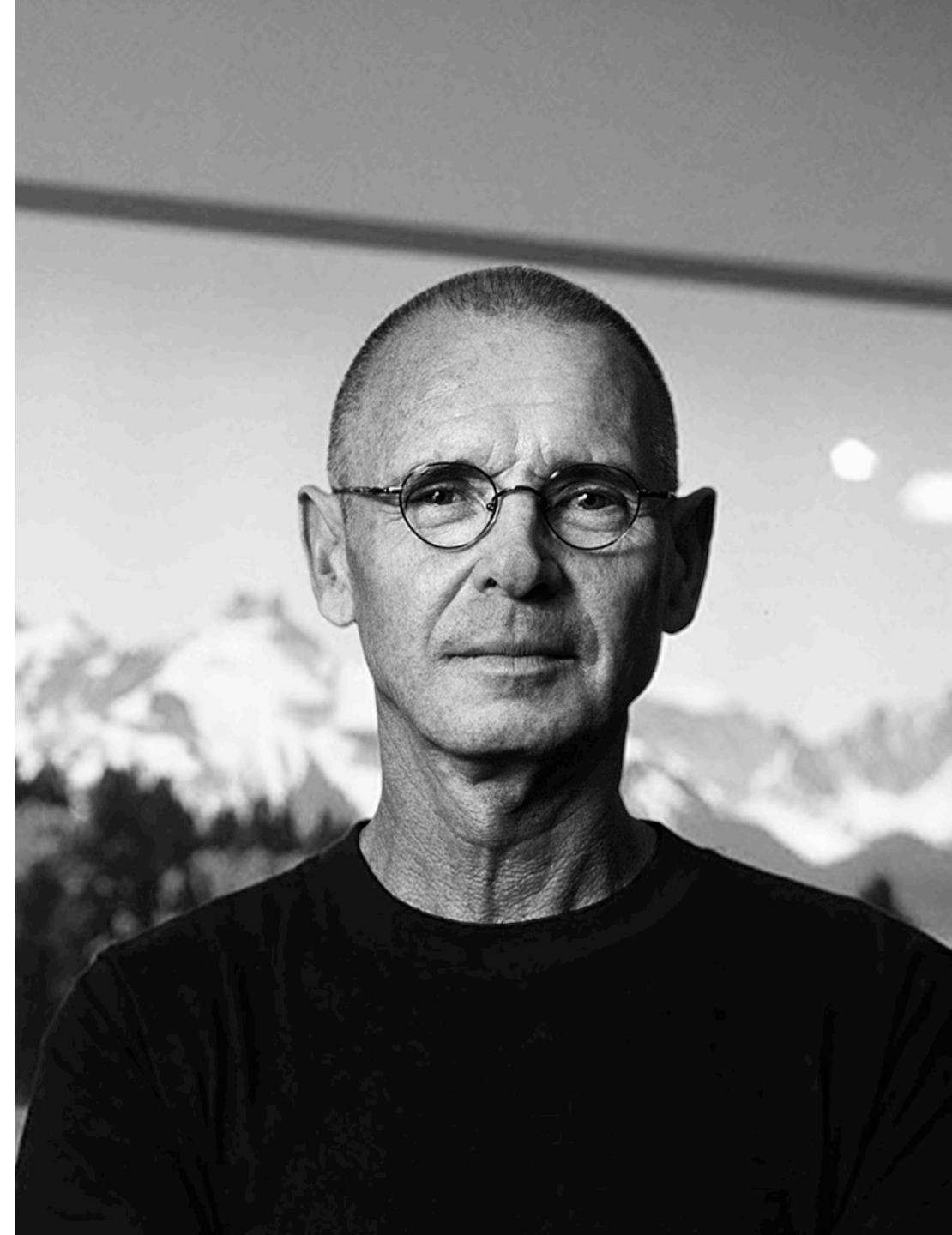


## ABOUT HANNES SCHMID

Born in Zurich, Hannes Schmid is today one of the most important photo-artists in Switzerland. His travels took him around the world, where he developed his own characteristic visual language as an advertising, fashion and freelance photographer, characterized by personal ties to the objects.

Hannes Schmid achieved worldwide fame with his staging of the iconic cowboy - the Marlboro Man. He toured with some of the world biggest rock stars such as Queen, AC/DC, ABBA, Status Quo or Boomtown Rats who he portrayed in over 70,000 photos. He also was a leading creative for the Formula One Racing Team of BAR Honda with whom he realised spectacular media stunts such as the land speed world record attempt at the Bonneville Salt Flats.

Since 2012, he has been involved in humanitarian activities for children and families in Cambodia, one of the poorest countries in the world, with the non-profit association Smiling Gecko.





## SPEAKING TOPICS

With the experience of more than 100 speeches to diversified audiences, including the World Economic Forum in Davos,

Hannes Schmid knows what it takes to fascinate, entertain and motivate his listeners. His speaking topics are:

- The Art of Transformation
- Human Capital, the Smiling Gecko Project in Cambodia





# THE ART OF TRANSFORMATION

The lecture «The Art of Transformation» was developed in close cooperation with the advisory board of PWC, who used the life of Hannes Schmid as their role model for transformation.

All his Transformation speeches convey courage and show what can be achieved with passion, perseverance and willingness to change. It inspires listeners to reflect on themselves and find the motivation for their own transformation.

Hannes Schmid passionately reports how he managed to transform himself as an artist and to reinvent himself constantly over the years. He leads his audience into an inspiring journey through his life and his works, from the rockstars in the 70s and 80s, to that of the Marlboro Man in the 90s, from fashion photography to the "momentous" of an interactive art installation. This documents the developmental process of a great artist and his need for transformation.

A fascinating presentation that usually ends with some moving stories about the Smiling Gecko project. Hannes Schmid's biggest art project so far, lasting already for more than 10 years now.





## HUMAN CAPITAL: SMILING GECKO

In the lecture «Human Capital, The Smiling Gecko Project» Hannes Schmid takes the audience to the amazing Smiling Gecko Campus north of Phnom Penh, one which his NGO offers education, training and regular income in numerous sectors such as education, agriculture, tourism and crafts for several thousands Cambodians.

Listeners will learn about the Smiling Gecko Principle which, unlike most traditional NGOs, has a holistic approach and a core belief that only education and investments in human capital lead to a sustainable improvement of the living conditions in a society.

As a social entrepreneur Hannes Schmid has the vision to create the exemplary model of a functioning, rural community, which works autonomously after a start-up period. The lecture offers courage and shows what could be accomplished with heartfelt emotions and perseverance in a short time.





## AWARDS

### **2019**

Trebbia International Award

### **2018**

Swiss Prix Courage 2018 “Lifetime Award”

Genex Human Focus Award

Honorary Doctorate by the University of Zurich

### **2016**

Jonas Furrer Award

### **2015**

Dübi Award for Arts

### **2011**

Delphic Art Movie Award. Special prize “Protection of Intangible Heritage”

### **2004**

Patronage of UNESCO Switzerland for For Gods Only

### **1992**

LIFE Magazine, Best Fashion Picture of the Year

### **1988**

Elle France, Best Fashion Photographer



# REFERENCES



UNION BANCAIRE PRIVÉE



UBS Optimus Foundation



... and many others.





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UBS Optimus Foundation



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## BOOKS

«A forgotten world remembered» 2019, published with support of Ringier AG

«Rockstars» 2019, Edition Patrick Frey, ISBN13 9783905509847

«American Myth – Machismo» 2018, Hannes Schmid GmbH

«Momentous» 2014, Hebei Fine Arts Publishing House, ISBN978-7-5310-5214-2

«Real Stories» 2013, JRP|Editions SA, ISBN978-3-03764-325-9

«Concerned Photography» 2013, Hannes Schmid GmbH



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