

## Press release

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## El Arenal

Dennis Orel, Oliver Kröning

With an epilogue by Thomas Gerwers, Chief Editor PROFIFOTO

- **A “hidden object book” for voyeurs**
- **Technically sophisticated panoramas**
- **High-quality photography book in a large landscape format**
- **Awarded the Canon Profifoto Award**

50,000 hotel beds, 50 discos, 15 balnearios, 1 mega park and six kilometres of beach – all of this is El Arenal on Mallorca, prompting Oliver Kröning and Dennis Orel to take a closer look at it from a photographic perspective. The result is a continuous view of the popular stretch of beach from a bird’s eye perspective, with a fascinating wealth of detail from an unusual point of view.

Long before the emergence of drones, the award-winning photography duo Oliver Kröning and Dennis Orel photographed the beach, with their camera appearing to hover above the masses of people. Technically sophisticated panoramas have been composed of countless individual images, whose view from above is quite different from conventional perspectives.

### Publisher

The publishing house **avedition GmbH**, publishers for architecture and design, was founded in 1992. Strategically the publishers specialise in interdisciplinary areas of design such as interior and exhibition architecture and scenography, as well as product and communication design.

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