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9BE - ALESSANDRA ADALYNN

L'obiettivo di questa ricerca è quello di esaminare il video mapping, conosciuto anche come proiezione mappata o semplicemente mapping, nel contesto odierno. Questa tecnica consiste nel proiettare un video facendolo coincidere con la geometria di una realtà fisica ossia trasformando l'identità di una superficie in uno schermo multimediale dotato di nuove proprietà. Questa tecnica è molto versatile adattandosi perfettamente a diversi campi quali la scenografia, la video arte, la video cultura, le installazioni o proiezioni sui monumenti, sugli edifici e sulle strutture. Ha la capacità di ricreare un ambiente immersivo e, allo stesso tempo, sinestesico. Questa indagine riflette, contestualizza e studia il concetto di virtuale e il rapporto coi nuovi media, le sue origini e il suo utilizzo come mezzo nell'ambito dell'attivismo politico e sociale. Per comprenderlo meglio, sotto questa prospettiva, è stato analizzato il pensiero ed alcune opere chiavi dell'artista polacco Krzysztof Wodiczko.

John Berger's writings on photography are some of the most original of the twentieth century. This selection contains many groundbreaking essays and previously uncollected pieces written for exhibitions and catalogues in which Berger probes the work of photographers such as Henri Cartier-Bresson and W. Eugene Smith - and the lives of those photographed - with fierce engagement, intensity and tenderness. The selection is made and introduced by Geoff Dyer, author of the award-winning *The Ongoing Moment*. How do we see the world around us? This is one of a number of pivotal works by creative thinkers whose writings on art, design and the media have changed our vision for ever. *Understanding a Photograph* John Berger Edited and introduced by Geoff Dyer

Succede a tutti i fotografi, da quelli amatori a quelli professionisti. Vi imbattete per caso in un video sui vulcani islandesi o sulla frenesia di New York dall'alba al tramonto. E vi accorgete che si tratta di fotografie. Centinaia, migliaia di fotografie in sequenza. È bastato un cavalletto e una reflex, vi dite. È quello che fate voi per passione e avete l'attrezzatura adatta. Ed ecco che succede: lo volete fare anche voi. Già, ma è veramente stato sufficiente usare un cavalletto e una reflex? E quanto tempo ci è voluto? E quante foto, a che intervalli di tempo? E in ogni caso, come hanno messo insieme il tutto in forma di video...?

Monografía del impresionante trabajo de James Nachtwey, el fotoperiodista más admirado del mundo que no publicaba un libro desde hace 20 años. James Nachtwey ha dedicado su vida a documentar conflictos bélicos y crisis sociales en todo el mundo para mostrarlas al mundo, hacerlas visibles e intentar conseguir un cambio o una resolución rápida. Es esta actitud particular la que ha conseguido que con los años reúna una admiradísima obra que rinde homenaje a las víctimas de cualquier tipo de violencia en lugares tan dispersos como EL Salvador, el Líbano, Gaza, Somalia, Chechenia, Kosovo, Grecia o Estados Unidos, por nombrar sólo algunos. Reconocido con varios premios internacionales entre los que destacan 5 medallas de oro Robert Capa y el Premio Príncipe de Asturias Comunicación y Humanidad 2016. "Hay un trabajo que es el que hay que hacer,... documentar la verdad."—James Nachtwey

Michael Freeman?our top digital photography author and a worldwide name?presents the most comprehensive book yet on black-and-white digital photography. Oversized, beautifully illustrated, and far-reaching in scope, this guide is destined to be a standard reference for years to come. Freeman covers all aspects of black-

-and-white digital photography: its fine art tradition as well as its techniques. Learn how to see and expose in black and white, digitally convert color to monochrome, and develop a black-and-white digital workflow. Explore creative choices and how to interpret various subjects most skillfully in monochrome. Finally, get an expert's advice on printing and displaying black-and-white photographs to best effect.

David Busch's Nikon D780 Guide to Digital Photography is your all-in-one comprehensive resource and reference for the exciting Nikon D780 digital SLR. This weather-sealed pro/enthusiast camera is built around a 24.5 megapixel back-illuminated sensor that offers incredible image quality and features a dual focus system for fast phase detect autofocus in both viewfinder and live view/movie modes. Burst shooting with continuous autofocus at 7 frames per second - or up to 12 fps in live view/silent shooting mode - is an action photographer's dream. Videographers will love the D780's UHD 4K video, too. All photographers will appreciate the security the camera's twin SD card slots provide.

Filled with detailed how-to steps and full-color illustrations, *David Busch's Nikon D780 Guide to Digital Photography* covers all the camera's capabilities in depth, from taking your first photos through advanced details of setup, exposure, lens selection, lighting, and more, and relates each feature to specific photographic techniques and situations. Also included is the handy visual "roadmap" guide to the D780, a chapter with close-up photos and descriptions of the camera's essential features and controls. Learn when to use each option and, more importantly, when *not* to use them, by following the author's recommended settings for every menu entry. With best-selling photographer and mentor David Busch as your guide, you'll quickly have full

creative mastery of your camera's capabilities, whether you're shooting on the job, as an advanced enthusiast, or are just out for fun. Start building your knowledge and confidence, while bringing your vision to light with the Nikon D780 today.

Between 2007 and 2012 the Department for Underwater Archaeology of the Croatian Conservation Institute from Zagreb and the Department of Humanistic Studies of the Ca' Foscari University of Venice collaborated in the recording, underwater excavation and analysis of the unusually well-preserved wreck of a 16th century Venetian merchantman in the Sveti Pavao shallow off the southern shore of the island of Mljet, Croatia. The shipwreck preserved many personal possessions of the crew as well as a number of bronze artillery pieces and the remains of a cargo of luxury and richly decorated ceramic material from Iznik and other oriental workshops. Although the excavation is not complete, this volume presents the results of the project so far. The methodological and technical aspects of the underwater investigation of the site, mainly by photogrammetry, are described; the historical and archaeological context of navigation in the late Medieval period in the eastern Mediterranean discussed; and the recovered artefacts described and catalogued in detail, together with the remains of the ship and its equipment that, because of depth and of problems of conservation, have been left in situ. The conservation and restoration of the finds are described in an appendix.

Gaia ha già diverse vite alle spalle. Nata a Bogotà e adottata a pochi mesi da una famiglia italiana, è cresciuta a Genova, animata dal costante desiderio di muoversi, viaggiare, esplorare. Per conoscere nuovi luoghi e persone, o forse per trovare un posto da chiamare "casa" nel senso più pieno del termine, un'identità in cui riconoscersi fino in fondo. Oppure, più semplicemente, per andare alla ricerca di quella felicità che tutti noi rincorriamo. È il lavoro di fotoreporter a portare Gaia in Kenya, dove ha l'occasione di avventurarsi nell'entroterra ed entrare in contatto con il popolo maasai: loro la accolgono con calore e le assegnano un nuovo nome, Naramatisho, che in lingua maa significa "persona che si occupa degli altri e su cui gli altri possono contare"; lei si accosta alle loro antichissime tradizioni con mente e cuore aperti, senza preconcetti. Soprattutto, Gaia conosce Ntoyiai, un giovane guerriero. La loro immediata sintonia, che supera anche la barriera linguistica, cresce fino a diventare

un amore travolgente. Fino a che punto, però, è giusto seguire l'istinto, quando la ragione sembra suggerire tutt'altra strada? Gli ostacoli da superare non mancano, compresa una malattia degenerativa, che costringe Gaia a rientrare in Italia per sottoporsi a un delicato intervento chirurgico. Ma ormai il suo posto è nella savana, con Ntoyiai: è lì che può essere veramente felice. Gaia torna, e questa volta è per sempre. È l'inizio di una nuova vita, in cui due mondi apparentemente distanti si fondono e generano qualcosa di meraviglioso: una famiglia straordinaria e normalissima al tempo stesso. La nostra vita nella savana è la storia di Gaia, ma è anche un inno alla libertà, al coraggio di accogliere il dolore e trasformarlo in amore, alla capacità di andare oltre le apparenze e vedere l'essenziale.

A lavishly illustrated volume, arranged by color in a rainbow of beauty, presents short, inspiring essays that explore the qualities, meaning and symbolism of each color, giving readers a new way to look at color in the world around them.

First published in 2013. Routledge is an imprint of Taylor & Francis, an informa company.

HOW TO PHOTOGRAPH THE NIGHT SKY is a photography manual written by Angelo Perrone with the aim of instructing the amateur and expert photographer to learn the technique of night landscape photography, photography with Astro tracker, Deep Sky photography and Startrail. This manual covers the topic from A to Z regarding the use of SLR and mirrorless cameras in Astrophotography. Post-production shows how to stack astronomical images and the ideal workflow to achieve excellent results with the Astro Panel 5 software. Angelo Perrone deals with Night Landscape Photography, post-production astrophotography, deep Sky and Milky Way. He organizes workshops throughout Italy during the year and is the author of Astro Panel, one of the best plug-ins for Adobe Photoshop CC.

Learn how to take professional-quality photographs using the same tricks today's top photographers use (surprisingly, it's easier than you'd think)!

This is a completely, totally updated version of the #1 best-selling digital photography book of all time! It's the award winning, worldwide smash hit, written by Scott Kelby, that's been translated into dozens of different languages.

Here's how Scott describes this book's brilliant premise: "If you

and I were out on a shoot, and you asked me, 'Hey, how do I get this flower to be in focus, with the background out of focus?,' I wouldn't stand there and give you a photography lecture. In real life, I'd just say, 'Put on your zoom lens, set your f-stop to f/2.8, focus on the flower, and fire away.' That's what this book is all about: you and I out shooting where I answer questions, give you advice, and share the secrets I've learned just like I would with a friend—without all the technical explanations and techie photo speak."

This isn't a book of theory—full of confusing jargon and detailed concepts. This is a book on which button to push, which setting to use, and when to use it. With over 200 of the most closely guarded photographic "tricks of the trade," this book gets you shooting dramatically better-looking, sharper, more colorful, more professional-looking photos every time.

Each page covers a single concept that makes your photography better. Every time you turn the page, you'll learn another pro setting, tool, or trick to transform your work from snapshots into gallery prints. If you're tired of taking shots that look "okay," and if you're tired of looking in photography magazines and thinking, "Why don't my shots look like that?" then this is the book for you.

TABLE OF CONTENTS

Chapter 1: Pro Tips for Getting Sharp Photos

Chapter 2: The Scoop on Lenses

Chapter 3: Shooting Landscapes Like a Pro

Chapter 4: Shooting Travel Like a Pro

Chapter 5: Making Portraits Like a Pro

Chapter 6: Making Portraits with Flash Like a Pro

Chapter 7: Shooting Weddings Like a Pro

Chapter 8: Shooting Sports Like a Pro

Chapter 9: Shooting Other Stuff Like a Pro

Chapter 10: Pro Tips for Getting Better Photos

Chapter 11: How to Print Like a Pro

Chapter 12: Photo Recipes to Help You Get the Shot

Presenting an alternative to the formal, corporate-style poses of yesteryear, this book offers a modern, vibrant approach that aims to capture a moment in the lifestyle of the person or persons in the picture. Clear, concise text discusses the essential technical aspects of photography from choosing a camera and equipment to an appreciation of exposure, aperture, metering, shutter

speed, depth of field and white balance settings, in addition to how natural light, color and movement affect a photograph. A guide to posing helps to ensure dynamic and arresting images. Along with advice on setting up a small studio at home, choice of backgrounds and using artificial light, there are hints and tips on pre-shoot preparations such as make-up, hair styling and suitable clothing for the subject of the portrait. Post-production techniques include skin retouching and color correction, plus a guide to printing options and presentation.

Now refreshed with current technologies and terms, and more than 25 percent new images and an all-new chapter, this best-selling guide shows readers how to shoot great photographs with any type of camera.

Sei Confuso dal numero vertiginoso di fotocamere digitali disponibili? Cerchi recensioni di fotocamere digitali solide e affidabili? Non cercare oltre perché in questo libro ti parlerò non solo delle migliori fotocamere DSLR disponibili, ma ti dirò anche ciò di cui avrai bisogno per iniziare a scattare già da oggi fantastiche foto digitali. Con questo libro imparerai: 1. Cos'è una DSLR e come funziona 2. Recensioni complete delle migliori DSLR per principianti 3. Recensioni complete delle migliori DSLR di fascia media 4. Recensioni complete delle DSLR più avanzate 5. Trucchi e consigli di cui hai bisogno per scattare grandi foto con una DSLR Smetti di sprecare il tuo tempo cercando la fotocamera digitale da comprare, fatti guidare, ti mostrerò le migliori DSLR in base al tuo budget!

L'avvento della fotografia digitale, che offre la possibilità di scattare "a costo zero", verificare immediatamente i risultati, confrontarli e correggerli, regala straordinarie opportunità a chi si cimenta per diletto in quest'arte. Questo manuale, dedicato agli appassionati che muovono i primi passi nel mondo della fotografia, spiega i concetti fondamentali e le tecniche di base di quest'arte. Il soggetto, la luce, la composizione, i colori saranno raccontati attraverso indicazioni pratiche e suggerimenti e illustrati da un ricco apparato fotografico.

The first publication of major Instagram influencer @le21eme Brings together street and fashion show photography to explore the ascent of streetwear into high fashion A must-have book for all those passionate about contemporary fashion, street style, and luminescent, candid photography

The Photography Masterclass book will teach you how to take

amazing images and even sell them, whether you use a smartphone, mirrorless or DSLR camera. Photography Masterclass is a book designed to teach you the ins and outs of photography, even if you have little to no experience with it, to help create beautiful images that help you stand out from the crowd. Master Photography Techniques to Create Extraordinary Images! While there are plenty of digital photography books that focus on specific styles or how to use gear, it's hard to find a comprehensive book like this one, which is for beginner to advanced photographers. This book is designed for all levels of photographers who want to improve their skills, take stellar images, and make money with their photos - especially great for any DSLR or mirrorless camera user. This book is aimed at teaching photographers what it takes to improve your techniques to earn more money. You'll start with the basics and tackle how a camera operates, the types of cameras and lenses available, and equipment you'll need for accomplishing your goals. You'll then dive into the different styles of photography you can focus on. You'll learn about your camera settings (DSLR, mirrorless, or other), including how to shoot in manual mode. You'll use stabilization tools and master how to properly compose and light a scene. You'll even learn how to take great photos with a smartphone or tablet and how to edit images. So you can sell your photos, you'll learn how to brand yourself, create a portfolio and website, and find freelance work or a full-time position. Gain insight into licensing, fair use, and more. And if you want to get into wedding photography, you'll learn how to start your own business. By the end of Photography Masterclass book, your confidence as a photographer will soar. You'll have a thorough understanding of your camera and gear so you can use them to their fullest potential to take unforgettable photos and start a profitable photography career.

The Osprey--*Pandion haliaetus*--is also known as the Fish Hawk, but that simple label does not do this magnificent bird justice. The Osprey is a master angler whose fish catching skills are unparalleled. There is no other living creature on this planet that comes hurtling out of the sky at speeds exceeding fifty miles an hour, dives feet first into the water, and somehow resurfaces with a fish clutched tightly in its talons. A true apex predator in a league of its own, being on top presents its own unique set of challenges that must be faced and overcome on a daily basis.

Quality users' guides help photographers get the most from their

photo equipment. Magic Lantern Guides have sewn bindings and laminated covers for long life. Softbound. 5 x 7-1/2". Approximately 176 pp., fully illustrated in color and black and white.

Described as the most "advanced, inspiring, insightful, maddening, demanding, and illuminating educational effort ever created for Photoshop," the first edition of Photoshop LAB Color became the ultimate source of information on Photoshop LAB color correction for nonexperts to advanced users. The Photoshop LAB color space is extremely powerful and intimidating, but author Dan Margulis shows reader how to derive enormous benefits from just a few simple tools and techniques. Dan also demonstrates how to take these techniques as far as the reader wants, employing the power-user features he describes in later chapters. Starting with canyons and progressing to faces, readers will see how quickly they can begin improving images by following the recipes included in the book. A companion website includes exercise files that allows the reader to practice the techniques of the book. With this book, readers will learn a reliable way to get much better-looking pictures much less time. Readers will learn: * Why LAB is the first choice for serious image merging and advanced retouching. * Simple techniques in the A and B channels to create fast, believable color variation and unbelievably good-looking images. * How to use the A and B channels to create quicker and better masks and selections. * A simple recipe for creating remarkably lifelike faces, offering major improvements even in professionally shot studio portraits.

Anni fa ho iniziato a occuparmi di fotografia digitale, e ovviamente ho acquistato diversi manuali. Ho notato che, generalmente, si da per scontato che tutti abbiano già la conoscenza delle nozioni di base. Il linguaggio utilizzato quasi mai è alla portata di chi veramente inizia da zero. Da qui l'idea di proporre un manuale, suddiviso in due parti, in cui la l'esposizione dei vari temi è mantenuta ad un livello comprensibile e nel contempo abbastanza esteso. Nella prima parte sono descritti attrezzature e principi dell'esposizione, oltre alle ottiche e al concetto di composizione. La seconda parte è dedicata alla fotografia di paesaggio, con descrizioni dettagliate del " come si fa" e con molte fotografie a corredo. Infine una parte dedicata all'editing con esempi pratici di sviluppo dei negativi digitali e di conversione in bianco e nero. Sono consapevole che questo mio lavoro non è certamente esaustivo e nemmeno ne ha la pretesa. Il suo scopo è di fornire spunti e

informazioni, utili a superare le difficoltà che tutti abbiamo avuto, soprattutto all'inizio.

The source of any photograph is not the camera or even the scene viewed through the viewfinder-it is the mind of the photographer: this is where an image is created before it is committed to a memory card or film. In *The Photographer's Mind*, the follow-up to the international best-seller, *The Photographer's Eye*, photographer and author Michael Freeman unravels the mystery behind the creation of a photograph. The nature of photography demands that the viewer constantly be intrigued and surprised by new imagery and different interpretations, more so than in any other art form. The aim of this book is to answer what makes a photograph great, and to explore the ways that top photographers achieve this goal time and time again. As you delve deeper into this subject, *The Photographer's Mind* will provide you with invaluable knowledge on avoiding cliché, the cyclical nature of fashion, style and mannerism, light, and even how to handle the unexpected. Michael Freeman is the author of the global best-seller, *The Photographer's Eye*. Now published in sixteen languages, *The Photographer's Eye* continues to speak to photographers everywhere. Reaching 100,000 copies in print in the US alone, and 300,000+ worldwide, it shows how anyone can develop the ability to see and shoot great digital photographs.

Anche in questa nuova edizione dedicata alla recente versione 4 del programma, Scott Kelby usa il suo inconfondibile stile chiaro e semplice tale da rendere l'apprendimento facile e divertente. L'autore non si limita a descrivere le nuove funzionalità del programma e i comandi da utilizzare di volta in volta, ma mostra come creare un flusso di lavoro efficace descrivendo gradualmente ogni singolo passaggio così che il lettore, fin dall'inizio, possa imparare a utilizzare Lightroom in modo professionale. Questo libro è il primo e l'unico a trattare tutto il percorso in modo tanto chiaro, conciso e visivo e include anche un capitolo speciale sull'integrazione di Adobe Photoshop nel flusso di lavoro. Scoprirete anche alcune nuove tecniche di Scott per il ritocco dei ritratti e per gli effetti speciali, che rendono il libro ancor più prezioso e lo confermano come lo strumento più rivoluzionario, rapido, diretto e divertente per imparare a usare Lightroom. Di tutti i libri sull'argomento presenti sul mercato quello di Scott Kelby è in assoluto il best seller mondiale.

Isn't that digital camera so cool? There must be a hundred things

it will do that you haven't really figured out yet, right? For that matter, just getting the hang of all the features you DO know about may be keeping you busy. With your digital camera, you can see immediately whether you got the shot you wanted. Take dozens of photos to be sure you get what you want, and just delete the ones you don't like. Edit and enhance your pictures on your computer. E-mail images to friends, post them on the Web, make prints, or create photo gifts. The more you know about your digital camera and about digital photography, the more you'll enjoy taking pictures and the better your pictures will be. Of course, the best way to see examples of good photographic techniques is in full color, and *Digital Photography For Dummies*, 5th Edition gives you exactly that — plenty of beautiful, colorful photos that show you what you can accomplish and start the ideas popping. With a digital camera, a computer, and some photo-editing software, you can explore unlimited creative opportunities. You don't have to be a computer whiz or a professional photographer, either. *Digital Photography For Dummies*, 5th Edition helps you get the hang of choosing the right camera, software, and accessories for what you want to do. Editing your images with Adobe Photoshop Elements 3.0 Using your camera's settings, composing great pictures, managing exposure and lighting, and working with automatic modes. Getting your images out of the camera and onto your computer, organizing them, and sharing them online or in print. Doing cool things with your pictures, like sharpening focus, covering flaws, adding people from other photos, and jazzing up your images with special effects. Written by Julie Adair King, a photographer who has penned several other books on the subject, colorful *Digital Photography For Dummies*, 5th Edition can help you take better digital photos, do more with them, and have a lot more fun with your camera. You'll get the picture!

Much of man's behaviour is controlled by appearance, but the appearance of his food is of paramount importance to his health and well-being. In day-to-day survival and marketing situations, we can or not most foods are fit to eat from their optical tell whether properties. Although vision and colour perception are the means by which we appreciate our surroundings, visual acceptance depends on more than just colour. It depends on total appearance. In the recent past the food technologist has been under pressure to increase his/her understanding of first, the behaviour of raw materials under processing, and second, the behaviour and motiva-

tion of his/her customers in a growing, more discriminating, and worldwide market. The chapters which follow describe the philosophy of total appearance, the factors comprising it, and its application to the food industry. Included are: considerations of the evolutionary, historical, and cultural aspects of food appearance; the physics and food chemistry of colour and appearance; the principles of sensory appearance assessment and appearance profile analysis, as well as instrumental measurement; the interaction of product appearance, control, and acceptance in the varied environments of the laboratory, production line, supermarket, home and restaurant. A broad examination has been made in an attempt to get into perspective the importance of appearance to all sectors of the industry.

In 2005, Rebecca Norris Webb set out to photograph her home state of South Dakota, a sparsely populated frontier state on the Great Plains with more buffalo, pronghorn, mule deer and prairie dogs than people. South Dakota is a land of powwows and rodeos, corn palaces and buffalo roundups; a harsh and beautiful landscape dominated by space, silence, brutal wind and extreme weather. The next year, however, everything changed for Norris Webb, when her brother died unexpectedly of heart failure. "For months," she writes in the introduction to this volume, "one of the few things that eased my unsettled heart was the landscape of South Dakota. For each of us, does loss have its own geography?" *My Dakota* is a small intimate book about the west and its weathers, and an elegy for a lost brother.

Insieme, così felici è un coinvolgente romanzo d'amore e di sentimenti incentrato su una figura femminile autentica che, in un'estate densa di eventi ed emozioni, mette in discussione le proprie certezze acquisendo la piena consapevolezza di sé e di quello che vuole davvero dalla vita.

Periodico lucinichese

Le prospettive architettoniche sono un ponte che collega l'arte alla scienza, e la scienza all'arte; e questo ponte l'ha costruito la Storia. Sono un ponte perché nella realizzazione di queste rappresentazioni di architettura che 'sfondano' la compagine muraria non si possono raggiungere effetti illusionistici di sì grande potenza senza una consapevolezza delle leggi della proiezione centrale e senza una conoscenza quantomeno empirica dei complessi meccanismi della percezione visiva. Questo ponte l'ha costruito la Storia, pietra dopo pietra, dalle origini delle prime rappresentazioni

prospettive intuitive pervenuteci dall'epoca romana fino ad oggi, attraversando ere storiche, persone, evoluzioni culturali, nelle quali la prospettiva è via via maturata fino ad assurgere ad ambito di scambio teorico e applicativo fra pensiero artistico e pensiero scientifico. Questo secondo volume, che si pone in continuità con il primo omonimo pubblicato nel 2014, rappresenta un nuovo stato di avanzamento della ricerca, volta a definire un repertorio delle prospettive architettoniche in Italia, documentare le prospettive con le tecniche più avanzate di rilevamento e svelarne i segreti dal punto di vista della scienza della rappresentazione.

Since 1955, the annual World Press Photo Contest has recognized the best photojournalism and documentary photography produced over the last year. This book brings you the 24 winning stories from the 2022 World Press Photo Contest, selected by independent specialized regional and global juries, out of 64,823 photographs and open format entries. A collection of powerful, challenging and courageous photojournalism and documentary photography from across the world, in a new format.

This is a collection of the photographic works of Sebastiao Salgado.

Master's Thesis from the year 2020 in the subject Medicine - Dentistry, grade: 68, Manchester Metropolitan University Business School, language: English, abstract: This study casts light upon the future development of dental professional practice in Germany. Young dentists - members of Generation Y & Z - enter the market and look for work models which fit into their lifestyle. An analysis and evaluation of popular structures following current market trends explores four different business models for the operation of dental practices and work of dentists. As a central part of the research, the patient's view on the topic is introduced. Emphasis is placed on insights into patients' ideas and opinions about those models and to see whether a business model may influence the choice of a new dentist. To explore the way to a decision, a patient may take, Kotler's 5-Stage Model of the Consumer Buying Process is adapted to the needs of this study. The 5th stage has not been included because it deals with the situation af-

ter a decision has been taken. At the same time, the link between consumer and patient is discussed. Guided by that model, a survey with patients of a German dental practice is conducted. A concurrent triangulation method design, consisting of a questionnaire and semi-structured interviews, is chosen for data collection. The questionnaire has contained questions on decision making following Kotler's model and additional questions on different providers of dental care. Over a period of eight working days, 61 questionnaires have been submitted, and four interviews have been conducted. The statistical evaluation has revealed results that are mainly consistent with the existing literature. Even today, personal recommendations from friends and family are the most important sources of information. Accessibility and technical equipment have been identified to be crucial features of a dental practice. However, the most critical characteristics recognised have been 'care by a consistent dentist' and 'personal contact with the administration'. Furthermore, it has been discovered that franchise models and dental chains are not considered in the choice of a practice.