

**NO
TIME
TO
DIE** 007



Press Information

Leica announces '007 Edition' camera and exclusive photography exhibition to celebrate the forthcoming Bond movie *No Time To Die*

- New collaboration between two iconic brands.
- Leica is launching a Q2 “007 edition” camera, limited to 250 pieces.
- An exclusive photography exhibition celebrating the release of *No Time To Die* will feature behind-the-scenes photographs shot on Leica cameras by Michael G. Wilson, Daniel Craig, Nicola Dove and Greg Williams.

Wetzlar, 9th September 2021. Leica Camera has unveiled a new Leica Q2 “007 Edition” to celebrate the release of the 25th Bond adventure, *No Time To Die*. Limited to 250 pieces only, the camera exudes understated elegance – just like James Bond – marked by Leica’s signature minimalist design.

This special edition Leica Q2 features the iconic 007 logo on the deck cap and the famous Bond gun barrel design on the lens cap. Each limited edition camera will be individually numbered, making the “007” camera a sought-after collectable. The camera comes in a customised and handcrafted case designed by the British luxury suitcase brand Globe-Trotter. Inspired by the

bespoke Globe-Trotter cases that feature in *No Time To Die*, both the camera case and camera are finished in the same Ocean Green leather colourway.

The concept of a Leica and 007 partnership began with Michael G. Wilson. Wilson, producer of the James Bond film series together with his sister Barbara Broccoli, is a leading expert on 19th century photography and founded The Wilson Centre for Photography. Wilson's passion for photography provided the natural spark for the collaboration.

Leica's partnership with British cinema's longest-running film franchise has seen the cameras play a role both on set and behind the scenes. In *No Time To Die*, Leica worked with the 007 production team to display Leica cameras on the sets of James Bond's Jamaican home, and fittingly the Leica Q2 in Q's home in London.

The Leica Q2 "007 Edition" will be launched on September 09, 2021 at the official opening of the Leica Gallery London exhibition: *No Time to Die - Behind the Scenes*, an exclusive photography exhibition featuring behind-the-scenes photos shot on Leica cameras. The photographs



were taken by long-time producer Michael G. Wilson, James Bond actor Daniel Craig, and the renowned photographers Nicola Dove and Greg Williams. The exhibition will present an edit of 25 images curated by Michael G. Wilson.

Photo: Nicola Dove

Further exhibitions will be on show in Tokyo, Osaka, Vienna, Frankfurt, Los Angeles, Singapore, China, Seoul and Salzburg in September/October 2021. A portfolio of *No Time To Die - Behind the Scenes* will be published in the magazine *Leica Fotografie International* 7/2021, that will appear on September 20, 2021.



No Time To Die

No Time To Die is the official title of the 25th James Bond adventure. The film, from Albert R. Broccoli's EON Productions, Metro Goldwyn Mayer Studios (MGM), and Universal Pictures International is directed by Cary Joji Fukunaga) and stars Daniel Craig, who returns for his fifth film as Ian Fleming's James Bond 007. Written by Neal Purvis & Robert Wade (*Spectre*, *Skyfall*), Cary Joji Fukunaga, and Phoebe Waller-Bridge (*Killing Eve*, *Fleabag*). The film will be released globally from September 30, 2021 in the U.K. through Universal Pictures International and in the U.S on October 8, 2021, from MGM via their United Artists Releasing banner. *No Time To Die* will be released in the UK in September, 2021.

In *No Time To Die*, Bond has left active service and is enjoying a tranquil life in Jamaica. His peace is short-lived when his old friend Felix Leiter from the CIA turns up asking for help. The mission to rescue a kidnapped scientist turns out to be far more treacherous than expected, leading Bond onto the trail of a mysterious villain armed with dangerous new technology.

www.007.com

About EON Productions

EON Productions Limited and Danjaq LLC are wholly owned and controlled by the Broccoli/Wilson family. Danjaq is the US based company that co-owns, with Metro Goldwyn Mayer Studios, the copyright in the existing James Bond films and controls the right to produce future James Bond films. EON Productions, an affiliate of Danjaq, is the UK based production company that has made the James Bond films since 1962 and together with Danjaq controls all worldwide merchandising. *No Time To Die*, the twenty-fifth 007 film, will be released in September 2021. For more information, visit www.007.com.

Leica Camera – A Partner for Photography

Leica Camera AG is an international, premium manufacturer of cameras and sports optics. The legendary reputation of the Leica brand is based on a long tradition of excellent quality, German craftsmanship and German industrial design, combined with innovative technologies. An integral part of the brand's culture is the diversity of activities the company undertakes for the advancement of photography. In addition to the Leica Galleries and Leica Akademies spread around the world, there are the Leica Hall of Fame Award and, in particular, the Leica Oskar Barnack Award (LOBA), which is considered one of the most innovative sponsorship awards

existing today. Furthermore, Leica Camera AG, with its headquarters in Wetzlar, Hesse, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own national organisations and Leica Retail Stores.

About Globe-Trotter

Synonymous with great British design, Globe-Trotter is a luxury travel lifestyle brand producing handcrafted luggage and leather collections. Established in 1897, all Globe-Trotter suitcases and travel accessories are handcrafted in Hertfordshire, England by highly skilled artisans using original manufacturing methods and machinery that date back to the Victorian era. Globe-Trotter boasts an enviable client list: over the years, its products have been used by a host of public figures ranging from Captain Robert Falcon Scott, Sir Winston Churchill and HM Queen Elizabeth II.

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