





THE WORLD DESERVES WITNESSES

Leica Camera AG pays homage, once again, to the photographers who witness the world.

After a first homage one year ago, then a second in June 2021, the legendary German camera manufacturer launches a third chapter of the campaign "THE WORLD DESERVES WITNESSES".

Preserving the initial approach of creating a campaign solely from existing images, **TBWA\Paris and Leica** continue to give photography back all its meaning and highlight the singular vision of all those who use their Leica camera to document the world's beauty, poetry, and unexpected side.



This new chapter in the campaign comprises 3 new visuals that will appear in print media, on outdoor posters, and online in more than 15 countries around the world.



As for the previous 2 campaigns, the brand has chosen to showcase an iconic photographer as an emblematic figurehead for their selection. Following in the footsteps of American photographer **Joel Meyerowitz**, then **Steve McCurry**, it's now **Elliott Erwitt**'s turn to be honoured in this third body of work.

He is accompanied by 2 new photographers who deliver up their unique point of view of the world.

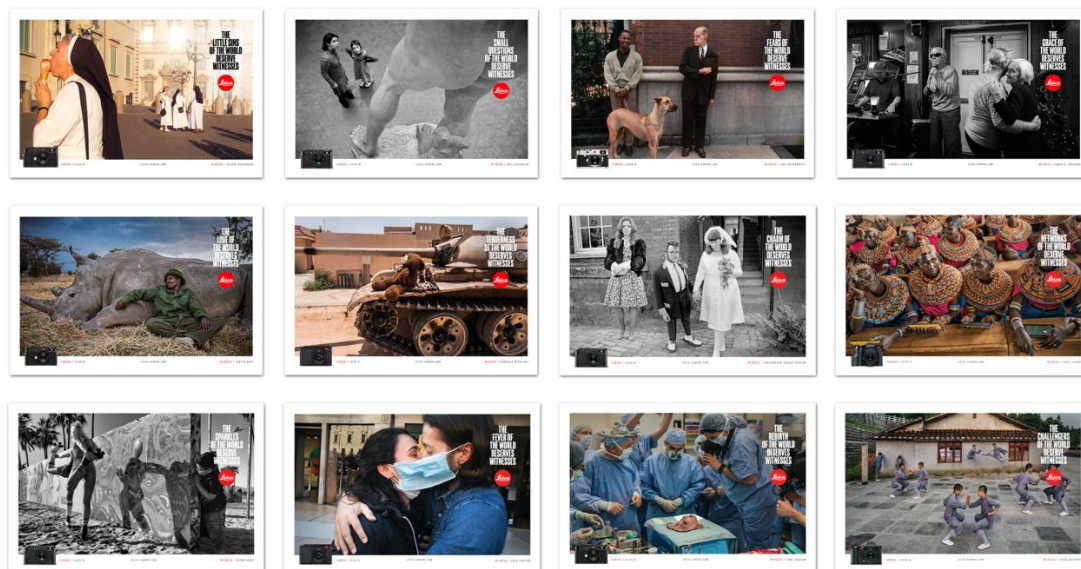
Jasper Doest, is a young Dutch photographer who creates remarkable photographic series exploring the relationship of Humankind to Nature. Jasper invites us to ask ourselves about the consequences of today's consumption patterns. He is a Senior Fellow of the International League of Conservation Photographers and an ambassador of the WWF/World Wildlife Fund. His work has been published in international journals such as *National Geographic Magazine*, *Smithsonian Magazine* and *GEO* and has won numerous awards, notably World Press Photo and Wildlife Photographer of the Year.

Donato Di Camillo, for his part, shares his vision of a raw and radical America, ripe for atypical life moments. He's a people photographer whose personal story and photographic expression have earned him recognition from the world's biggest media names like *Stern*, the BBC, the *Washington Post*, CBC, and the *Huffington Post*. The image from his Beach Body Bingo series, shot at Coney Island (New York State, USA). Donato Di Camillo is one of the top 100 street photographers according to the magazine *Lens Culture*.

With the latest round, this colourful light-hearted selection brings a touch of optimism and a smile.

These 3 new visuals are also an opportunity to spotlight the Iconic Leica "M" camera, in 3 different versions: M10 MONOCHROM, M10-R, and the all new M11.

This new triptych completes the 12 visuals that appeared during 2021.



Discover all the photographers' stories for each image at www.leica-camera.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.

Credits :

Advertising Agency: TBWA\PARIS

Photographers:

Elliott Erwitt

Jasper Doest

Donato Di Camillo

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