



PRESS RELEASE

Grand Opening on 25th March 2022: Gonçalo Fonseca and Karin Rehn-Kaufmann moderated the festivities revolving around the relocation of the Leica Store Copenhagen, with an exclusive program dedicated to great photographic art.

Copenhagen, 28th March 2022. Grand Opening: this motto launched the festivities marking the reopening of the Leica Store Copenhagen on Friday evening, at its new location in the heart of the Danish capital. Imbued with the iconic Leica ambience, Østergade 3 offered guests an inspiring celebration of photography, with further highlights the following day.

Grand Opening Ceremony. Guests were welcomed by Karin Rehn-Kaufmann, Art Director of Leica Galleries, who moderated the event and dedicated the evening to photography. To great applause, she introduced the LOBA Newcomer winner of 2020 and M11 photographer Gonçalo Fonseca, who shared fascinating insights about his in-store exhibition, Upstream, and spoke with her and the guests about his exceptional work.

Artist Talk and Workshop. The following day saw two additional highlights. Fonseca, the award-winning documentary photographer, and Rehn-Kaufmann met for an Artist Talk at the Skt Petri Hotel, where they took guests on a journey exploring the artist's impressive work. Shortly afterwards, participants in a photography workshop with Fonseca were able to benefit from his experiences with reportage projects and, especially, with the new Leica M11. Both events were booked out and deemed very successful by the delighted attendees.

The new Leica Store Copenhagen. With the reopening of the Leica Store in Copenhagen, Leica Camera AG is strengthening its presence in Scandinavia. The store, in its new central location in the old city and the capital's exclusive shopping district, features a roughly 90 square-metre space, and offers the ideal ambience for promoting the Leica brand and product

range. In addition to the latest product portfolio of Leica cameras and sports optics, the store offers visitors a diverse range of specialised literature and Leica accessories. Furthermore, Leica Akademie workshops and customer events are on offer, as well as the possibility to buy and sell used Leica products. To complete the picture, there is a small exhibition area for photographic art.

Address: Leica Store | Ny Østergade 3 | 1101 Copenhagen | Denmark

The Leica Store in Copenhagen is open Mondays to Fridays from 10am to 6pm, and Saturdays from 10am to 5pm.

www.leica-camera.com/leica-store-copenhagen

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.

Please find further information at:

Leica Camera AG

Ann-Kristin Löhr

Global PR Coordination

E-Mail: Ann-Kristin.Loehr@leica-camera.com

Internet: www.leica-camera.com