



PRESS RELEASE

Leica prototype sets new world record: Leica 0-series no.105 sold for 14.4 million euros/ 15 million USD

The serial production of the Leitz Camera, the world's first 35mm camera, is considered a milestone of modern photography. Before the first cameras were available in the mid-1920s, Ernst Leitz produced around 23 models of the prototype 0 series in 1923 and 1924. One of these rare cameras – the 0-series no. 105 – has now been sold at the 40th Leitz Photographica Auction for a price of 14.4 million euros/ 15 million USD, including a buyer's premium. The 105 has broken the world record for the most expensive camera of all times.

Wetzlar, 11th June 2022 – The Leitz Photographica Auction, which takes place twice a year, is the world's largest and most renowned auction for vintage cameras and other optical equipment. To commemorate the auction house's 20th anniversary and the 40th rendition of the auction, a truly exceptional exhibit was up for auction, The Leica 0 series no.105. This nearly 100-year-old camera is one of the world's first 35 mm cameras ever made and has a prominent previous owner.

Number 105 belonged to Oskar Barnack, who designed the "Liliput camera" shortly before the First World War. This exceptional model was the Leica prototype and the prototype of the 35 mm camera. Barnack captured numerous moments from his family life with the 0 series No. 105. He used the experience he gained in the process, to further develop the camera and its subsequent models. Barnack's name is also engraved on the top of the viewfinder.

0-series claims yet another world record

The historical significance of the camera and its direct connection to Barnack were reflected in its pre-determined estimate of 2,000,000 to 3,000,000 euros. "To put these numbers into perspective, the most expensive camera in the world to date – also a 0-series, serial number 122 – was sold at the 32nd Leitz Photographica Auction in 2018 for 2.4 million euros including a buyer's premium" stated Alexander Sedlak, Managing Director of Leica Camera Classics, an Austrian subsidiary of Leica Camera AG. Leitz Photographica Auction operates under the umbrella of Leica Camera Classics. "We are fully specialized in historical cameras and accessories. It was therefore a special pleasure for us to be able to auction Oskar Barnack's personal camera, a prototype of the camera generation that laid the foundation for modern photography in the mid-1920s, as part of our anniversary auction," noted Sedlak.

The intangible value - the historical significance – of 0 series no.105 goes far beyond the sum of 14.4 million euros/ 15 million USD for which this camera was ultimately sold. Nevertheless, the world record sum proves the continuous trend of the last few years: the prices are rising – the interest in vintage cameras is greater than ever before. For more information, please visit: www.leicashop.com and www.leitz-auction.com/auction/de/home

About Leica Camera Classics

Traditional German camera manufacturer, Leica Camera AG has two subsidiaries in Vienna: Leica Camera Austria GmbH and Leica Camera Classics GmbH. The latter specializes in vintage cameras and has around 1,500 units on display at its shop at Westbahnstraße 40. This location also houses the world's largest spare parts warehouse for historic Leica cameras. Due to this unique stock, the technicians on site can examine historic Leica cameras according to the highest collector standards and restore them prior to auction if necessary. Twice a year in mid-June and at the end of November - Leica Camera Classics organizes the Leitz Photographica Auction, the world's most renowned auction of vintage cameras, attracting bidders from over 100 countries. In addition, around 5,000 products are permanently offered for sale in the LCC online store.

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 organizations and Leica Retail Stores.

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