



PRESS RELEASE

The World Deserves Witnesses

Successful Leica campaign moves into the next chapter

The Leica Witnesses Photographers Call, July 2022. “The World Deserves Witnesses” – in 2021, Leica adopted this motto to launch a successful brand campaign, celebrating the art of photography as a witness to the world. With the likes of Joel Meyerowitz, Steve McCurry and Elliott Erwitt, the greats of photography bore testimony to our world, while emerging talents and distinguished photojournalists also contributed their share. The particularity of “The World Deserves Witnesses” campaign is that Leica does not commission any pieces, but curates the existing work of photographers who are eye-witnesses of our time. With the Leica Witnesses Photographers Call, Leica is further engaging with the image-makers of the world, calling photographers of all ages to become witnesses, and to submit their work centered around the themes “Joy” and “Hope”.

Photographers have always played a decisive role in capturing the world’s small and large stories. Their images have immortalised fleeting moments. With its multi-award-winning brand campaign, “The World Deserves Witnesses”, over 30 photographers from diverse backgrounds have taken part in the first three waves. Their works are part of the print and online campaigns, as well as the video manifesto which has been viewed over 30 million times to date. “The World Deserves Witnesses” campaign recently received its 10th international award, with a second bronze Lion at the Cannes Lions International Festival of Creativity, in the “Photography Craft” category.

Information about the call

Photographers may use any equipment and must submit their images by 30th September 2022. The selected pieces will be part of the new “The World Deserves Witnesses” campaign, and the selected photographers will be acknowledged as Leica Witnesses. A shortlist will be published in October 2022 with the selected photographers announced in November. The next wave of “The World Deserves Witnesses” campaign will be launched in January 2023.

Organised by Leica, the Leica Witnesses Photographers Call will be run using Picter platform. Photographers should register at Picter at: <https://contests.picter.com/leica-become-a-witness> . All details regarding the call can be found on Picter.

Please find further information at:

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About Leica Camera

Leica stands for craftsmanship, design and experience. With over 100 years of history, the brand represents a beautiful combination of art and engineering with the future of form and functionality. Based in Wetzlar, the original birthplace of Leica, the German company is an internationally operating, premium-segment manufacturer of cameras and sport optics products. Leica's legendary status is founded on its long tradition of excellence and supreme quality found in their cameras and lenses. Leica are committed to supporting the creation and preservation of iconic photography, past, present and future and the artists behind them.

For more information about Leica visit www.leica-camera.com/en-GB or follow the company on social media [Facebook](#) | [Instagram](#) | [Twitter](#) | [LinkedIn](#)