



## PRESS RELEASE

### Leica Camera Debuts Special Edition Q2 in Collaboration with Seal

Inspired by iconic song lyrics, the Leica Q2 'Dawn' by Seal embodies the visual poetry of light.

**Wetzlar, 21<sup>st</sup> September 2022.** Leica Camera AG unveils the Leica Q2 'Dawn' special edition camera set designed by Seal – singer, Grammy Award-winner and photographer. Paying homage to the soulful lyrics of Seal's songs, the special edition set celebrates the human connection in the art of making a photograph, shining light on the subjects of a frame – while painting unique perspectives for the artist behind the lens. The Leica Q2 'Dawn' camera's exquisite, Japanese woven fabric covering is crafted to ensure each of the 500 cameras in the edition is one of a kind. Drawing inspiration from the golden glow of sunrise and the dance between light and shadow, this set is further accentuated by an exclusive scarf, featuring Seal's handwritten lyrics.

The Japanese term 'komorebi' inspired the covering of the special edition – describing the transparency and interplay of light which occurs when sunlight falls through the tree canopy. The fabric covering, produced by the Japanese brand Hosoo, is marked as a milestone in the art of weaving with an innovative process using black thread and gold-coloured Japanese paper (93% polyester/7% washi).

In tune with his music, Seal's photography evokes emotion – shining light on the beauty and humanity of the moment. The limited-edition scarf featured in the Q2 'Dawn' by Seal set is designed by multimedia artist Annina Roescheisen, who interprets Seal's

lyrics through gold elements on a black background, further exemplifying the impact of light emerging through darkness. The scarf was developed by New York fashion label rag & bone, and produced in Italy. A white variation of the scarf is sold separately from the camera set.

The set is accompanied by a rope strap, adorned with the handwritten lyric, "you became the light on the dark side of me", taken from the song *Kiss from a Rose*. In addition to the unique iridescent fabric, the Q2 'Dawn' by Seal camera features a black Leica logo, Seal's engraved signature, and the edition number. The launch of the edition is marked by Seal's photography exhibition at the Leica Gallery Los Angeles, on view from 21<sup>st</sup> September to 31<sup>st</sup> October 2022. Also featured in the exhibition are works by Annina Roescheisen.

The technical features of the Q2 'Dawn' by Seal are identical to the serial production model, with a 47.3 megapixel, full-frame sensor and the fast Leica Summilux 28 f/1.7 ASPH. lens. The Leica Q2's sensor allows a dynamic range of 14 f-stops (at ISO 100) and a colour depth of 14 bits. The camera stores the images in DNG and/or JPEG format, the 4K videos with 30 or 24 frames per second (fps), Cinema 4K films with 24 fps, and full HD recordings with up to 120 fps. Using the digital zoom, photographers are able to extend the 28 mm focal length (47 megapixels) to 35 mm (30 MP), 50 mm (15 MP) and 75 mm (7 MP).

The Q2 'Dawn' by Seal is limited to 500 units worldwide with eleven units available in Australia through Leica Stores (Sydney, Melbourne and Chadstone), and the Leica Online Store. The recommended retail price (RRP) is 10,290 inc GST.

## **Seal**

The Grammy Award-winning, multi-platinum singer/song writer Seal – whose full name is Sealhenry Olusegun Olumide Adeola Samuel, began his career in London at the beginning of the nineties. He has been in the show business spotlight ever since: in

addition to being internationally famous for his numerous cult-status hits, such as *Crazy*, *Kiss From a Rose* and *Love's Divine*, he is also known for his second passion – photography. He 'always' has a camera on hand, as he captures photographs of moments that touch him, just like he conveys those moments into his song texts. The Leica camera is his constant companion. As a Leica enthusiast with a keen eye for emotional and moving images, his photographic work has earned him as much renown as his ballads.

### **Annina Roescheisen**

The multimedia visual artist works with the effect and the symbolism of colours and their ability to evoke human emotions. In doing so, she deals with subjects such as the self and the others, the inner and the outer worlds, the visible and the invisible, dreams and reality. Her oeuvre covers a broad range – from video, sketching and painting, to installations and performances. Roescheisen's works are exhibited worldwide in galleries and institutions. Within the framework of social and philanthropic commitment, she has donated numerous pieces to charity auctions, including for the Leonardo di Caprio and the Womanity Foundations.

### **rag & bone**

Established in 2002, rag & bone is a company with a clear vision: to produce traditionally-manufactured, top-quality clothing. These basic principles represent both the philosophy and the success factor of the company, which has already won numerous fashion industry awards. Rag & bone is known as a lifestyle brand with collections of men and women's clothing, footwear and accessories, created with typical New York City charm, and which are found at high-end boutiques and exclusive department stores around the world.

### **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.

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