



PRESS RELEASE

“70 years of Leica M” exhibition

The Leica Gallery Wetzlar presents an anniversary exhibition from 6 November telling the story of the iconic camera

Wetzlar, Germany, 5 November 2024. Leica Camera AG celebrates the 70th anniversary of the Leica M-System this year. 1954 marked the beginning of a new chapter in photography history with the debut of the Leica M3 – the first M-Camera from a system that remains successful to this day. With its unique rangefinder, it set benchmarks and continues to inspire with its hallmark features. These include its distinctive image quality, optical precision, an iconic, unmistakable product design, and an operating concept that lives up to the Leica brand promise of concentrating on *das Wesentliche* (the essential). To mark the anniversary, the World of Leica in Wetzlar – the production site and home of the Leica brand – presents a one-of-a-kind exhibition in the Leica Gallery from 6 November. It offers insights into the history of the Leica M and shows why the camera has become an essential companion for generations of photographers.

The exhibition at the Leica Gallery Wetzlar is a homage to the Leica M-Camera and the photographers who use it to capture the world from their own unique perspective. It spotlights major landmark moments and product milestones over the past seven decades and presents the technical development of the Leica M-System from the M3 to the latest M models. Historical cameras and documents highlighting the system’s innovative spirit are on show alongside special models, prototypes and anniversary editions. Cameras from the Leitz family’s private collection are also on display, including Ernst Leitz II’s M3 and Dr Ludwig Leitz’s M5. A rare M2 Blackpaint from a small-scale series will also be presented on loan from the Leitz Photographica Auction in Vienna.

The “70 years of Leica M” exhibits are on display in the Leica Gallery Wetzlar until 1 March 2025, seven days a week, from 10 am to 6 pm. Entry is free.

The “Leica M” book is also available now to mark the anniversary. It tells the story of the Leica M-System over more than 250 pages – featuring informative essays, great shots by legends and

newcomers, rarely seen archival material, and an overview of M-Cameras manufactured to date.

Early 2025 will also mark the special edition “Leica M Edition 70”. Available in a strictly limited edition of 250 and featuring a platinum-plated surface, it combines classic elegance with precision craftsmanship and the iconic design of the legendary Leica M3 with cutting-edge technology from the Leica M-System. This edition features a Leica M-A, a Leica APO-Summicron-M 50 f/2 ASPH. that is among the best in its class, a Leicavit M fast winder and a film container including film. It is a wonderful tribute to the history of the Leica M-System and a perfect investment in the future of analogue photography. The retail price for the “Leica M Edition 70” is €22,500.00 including VAT.

Find more information on “70 years of Leica M” exhibition at:

leicawelt.com/en/exhibitions/70-jahre-leica-m-in-der-leica-galerie-wetzlar

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