



# Press Release

## Leica Store | South Beach Quarter Southeast Asia's Largest and Newest Flagship, Where Heritage Meets Experience

**Singapore, February 2025.** Leica celebrates 100 years: Witness to a century (1925-2025) with the grand opening of its new flagship store in Singapore at South Beach Quarter, the largest and most recent addition in Southeast Asia, seamlessly combining the brand's rich heritage with the vibrant cultural landscape of Singapore. This momentous opening takes place during the centennial year of the Leica I, the first mass-produced Leica 35mm camera, which was first introduced to the public at the Leipzig Spring Fair in 1925.

### **A New Chapter: Leica's Blend of History and Future in Singapore**

A site with deep historical ties to Singapore's colonial past, Leica's newest store stands as a testament to both the city's rich heritage and its vibrant future. This space stands as a dynamic hub that brings together innovation, intellectual exploration, and collective engagement, fostering a connection between Leica's legacy and the people it serves.

Originally established in the early 1900s, the former Beach Road Camp was once home to the Singapore Volunteer Corps and would lay the foundation for what would later become the Singapore Armed Forces. Over the years, it witnessed countless pivotal moments in the nation's short yet remarkable history.

Today with Leica's arrival, it has been transformed into a space where creativity can flourish, learning can thrive, and the community can come together in new and exciting ways. It is a unique blend of heritage, innovation, and culture, marking a new chapter in the ongoing stories of both Leica and Singapore.

### **Heritage Reimagined: The Flagship Experience**

Housed within a beautifully restored colonial building, the new flagship store flawlessly blends old-world charm with modern elegance. Rich wood accents create an intimate and inviting atmosphere, reimagining the space as something beyond a mere store – it is an embodiment of timeless artistry and contemporary innovation.



The thoughtfully designed layout, with its smooth transitions and focus on comfort and discretion, ensures a unique and personalised experience for every visitor. Exceeding the concept of a typical retail space, this flagship store is a hub for art and photography enthusiasts, a place for those who seek to uncover untold stories and 'Capture Meaningful Moments'.

World-class exhibitions, workshops, and community initiatives hosted by the Leica Akademie will inspire and engage visitors. The Leica Galerie offers a platform for artists to showcase their work, while Café Leitz, the indoor café, along with the charming outdoor patio, provides a relaxing space to connect and enjoy freshly brewed coffee.

This is a space where visitors can explore, discover, and even uncover their artistic potential, while experiencing the full range of Leica products – Cameras, Cine, Watches, and Sport Optics.

Mr. Sunil Kaul, Managing Director of Leica Camera Asia Pacific, shared his excitement about the store's opening, stating: "Leica has always been more than a high-quality luxury camera brand, we handcraft tools that capture and celebrate life's meaningful moments. With this new destination store, we want to emotionally inspire and deliver unique experiences to build a sense of belonging to the Leica family."

### **Leica King Nerd, Singapore Limited Edition**

In a momentous celebration of its grand opening, Leica unveils the Leica King Nerd, Singapore Limited Edition, a true testament to the marriage of artistry and unparalleled craftsmanship. This limited edition is not simply an instrument of photography, but a tribute to the timeless pursuit of excellence.

The first design showcases a majestic dragon, a cultural icon that has for centuries symbolised power, strength, and prosperity. The intricate details of the design evoke the aura of the legendary creature, capturing the spirit of resilience and transformation.

The second design, a delicate orchid, is known for its beauty and elegance, the orchid's subtle yet striking features reflect the essence of delicate balance - where form meets function in perfect harmony.



### **Emanuele Scorcelletti's Exhibition (18 February to 30 April 2025) - Elegia Fantastica**

Emanuele Scorcelletti's *Elegia Fantastica* exemplifies the seamless blend of artistry, heritage, and powerful storytelling. In a celebration of cultural importance and creative expression, Emanuele Scorcelletti's exhibition invites audiences on an immersive journey into beauty and depth, skilfully captured through his lens.

Hosted at Leica Galerie in the newly opened store at South Beach Quarter, this captivating showcase is curated by Karin Rehn-Kaufmann, Art Director & Chief Representative of Leica Galleries International, and Inas Fayed, Editor-in-Chief of Leica Fotografie International. *Elegia Fantastica* is a deeply personal and thought-provoking exploration, seamlessly blending two evocative works - *Memories* and *Visions*. This black-and-white exhibition offers an intimate journey through the lens of one of the most distinctive voices in contemporary photography, as Emanuele Scorcelletti returns to his Italian roots to capture moments of quiet beauty and profound significance.

#### Leica Store South Beach Quarter

36 Beach Road, #01-01 South Beach Quarter, Singapore 189766

9.30 am - 8.00 pm (Daily)

### **100 years of Leica: Witness to a century**

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I. First presented to the public at the Leipzig Spring Fair in 1925, it was the first 35mm camera to be mass-produced and exceeded all expectations. Thanks to its compact and handy format, it opened up completely new photographic applications. Under the motto '100 Years of Leica: Witness to a Century', Leica Camera AG is celebrating this camera that revolutionised the world of photography around the globe. At international events organised by the Leica country organisations in the major cities of Dubai, Milan, New York, Shanghai and Tokyo, cultural projects and extraordinary special product editions will be presented throughout the year. The highlight of the celebrations is the anniversary week at the company's headquarters in Wetzlar in June. In addition, there will be high-calibre exhibitions in the worldwide network of Leica Galleries with works by outstanding photographers.



## **About Leica Camera**

Leica Camera AG is an international premium manufacturer of cameras, lenses and sports optics products with over 150 years of company history. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones) and the manufacture of high-quality eyeglass lenses and watches and is represented in the home cinema segment with its own projectors. Headquartered in Wetzlar (Germany) and with a second production site in Vila Nova de Famalicão (Portugal), Leica Camera AG has a global network of its own sales companies with over 120 Leica Stores. The company employs 2,400 people and achieved a turnover of 554 million euros in the 2023/24 financial year.

The Leica brand stands for excellent quality, German craftsmanship and industrial design combined with innovative technologies. An integral part of the brand culture is the promotion of the culture of photography with around 30 Leica Galleries worldwide, Leica Academies and international awards such as the Leica Hall of Fame Award and the Leica Oskar Barnack Award (LOBA).

### **For further information, please contact:**

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