



## Press Release

# 100 Years of Leica: Witness to a Century (1925–2025) Leica Brand Campaign “THE WORLD DESERVES WITNESSES” Presents Four New Ads to Mark 100 Years of the Leica I

**Wetzlar, 13 March 2025.** With its international brand campaign featuring the claim “THE WORLD DESERVES WITNESSES” Leica Camera AG is celebrating dedicated photographers who have served as contemporary witnesses. To mark the centenary of the Leica I, the first mass-produced Leica 35 mm camera, four new ads are being added to the campaign, featuring a photo by Oskar Barnack. In doing so, the company is honouring the inventor and builder of the Leica camera in its anniversary year.

The campaign image “Radio Amateur” by Oskar Barnack was taken in 1925 using one of the first Leica cameras. It not only reflects the author’s sense of humour and the enjoyment he found in composing images, but also his wide-ranging interests. This exemplary image shows his delight in the development of radio – alongside photography, one of the era’s most significant mass phenomena. Like all of the ads in this campaign, the photo by Oskar Barnack bears witness to the radical change and innovation brought about during the era. The “Radio Amateur” joins the campaign under the claim “The News of the World Deserves Witnesses”.

The new ads in the campaign include images by photographers Jeff Mermelstein, Matt Stuart and Joel Meyerowitz:

- *Sidewalk*, New York City 1993 © Jeff Mermelstein (The Curiosity of the World Deserves Witnesses)
- *Oxford Circus*, London © Matt Stuart (The Unexpected of the World Deserves Witnesses)
- *Paris 1967* © Joel Meyerowitz (The Dramas of the World Deserve Witnesses)

The four ads will be featured in print and online media and will be presented in the over 120 Leica Stores worldwide.

### About the Leica Brand Campaign “THE WORLD DESERVES WITNESSES”

At a time when photography is easier than ever, the Leica brand campaign “THE WORLD DESERVES WITNESSES” highlights the importance of photographs as vital visual witnesses to world events and



emphasises their value. The ads focus on famous Leica photographers who captured decisive moments in history with their cameras from their own unique perspectives. The images are more than just photos; they are important accounts from eyewitnesses – whether this occurs in the process of documenting global events or through fleeting, private and, sometimes, even humorous moments. In order to maintain the integrity and veracity of these accounts, the campaign is made up entirely of existing photos. No pictures were taken or composed, retouched or edited to adhere to any communication concept. The campaign was first developed by the advertising agency TBWA\PARIS in 2021. Leica has been adding new images ever since.

### **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).



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