



Press Release

100 Years of Leica: Witness to a Century

Leica Camera AG Switzerland is celebrating the anniversary with an event and an exhibition as part of the Biel/Bienne Festival of Photography (3 to 25 May 2025)

Nidau, 16 April 2025. Leica Camera AG is celebrating a special anniversary in 2025: 100 years of Leica I. With the first mass-produced 35 mm camera, the company presented a technical masterpiece in 1925 that revolutionised the world of photography. By organising a variety of activities worldwide, Leica Camera AG is celebrating the centenary of this groundbreaking camera, which led to the rise of reportage and documentary photography as well as street and artistic photography. In Switzerland, the celebrations will take place as part of the Biel/Bienne Festival of Photography from 3 to 25 May 2025.

Leica Camera AG Switzerland, which has been based in the Biel/Bienne region for many years, is inviting the Leica community to an anniversary event on Saturday, 10 May 2025. Visitors can expect to enjoy a varied programme, moderated by Gülten Rath, Managing Director of Leica Camera AG Switzerland since 2016, with speakers giving talks on topics relating to Leica photography. The celebrations will be opened by Dr Andreas Kaufmann, Supervisory Board Chairman for Leica Camera AG, who will take participants on an exciting journey through the company's history. Publicist Hans Michael Koetzle will talk about iconic Leica photographs. Dominic Nahr, Swiss Press Photographer of the Year in 2024 and Leica photographer, and documentary film director Reiner Holzemer will provide insights into their work. In addition, Stefan Daniel, Vice President of Photo & Design at Leica Camera AG, will talk about Leica product milestones and their technological development.

The exhibition "96 Hours Biel-Bienne" will be on display at the gallery of the creative collective REBL in the old Neumarkt post office building (26 Dufourstrasse) from 3 May 2025 to coincide with the start of the Biel/Bienne Festival of Photography. The renowned Leica photographer Phil Penman from New York will present photos of the city of Biel/Bienne, which he visited for 96 hours and portrayed through his unique perspective. Every morning at 5 a.m., Penman set off to discover the city's streets, neighbourhoods, people and surroundings. Armed with three Leica cameras, he captured special



moments, iconic scenes and creative Biel/Bienne residents in black and white images. The result is a fascinating and impressive view of the city.

The exhibition is a collaboration between the Biel/Bienne-based creative collective REBL (based in Galerie de l'Ancienne Poste), printing partner WhiteWall, USM Modular Furniture and Leica Camera AG Switzerland. WhiteWall has curated the 46 images in the exhibition, printed them on various types of photographic paper and presented them in customised frames. The pictures are available for purchase. The entire "96 Hours Biel-Bienne" photo project will also be shown on the Leica Cine 1 smart laser TV on a USM x Leica Cine home cinema unit. A selection of historical and current Leica cameras displayed in specially designed USM furniture will complement the exhibition.

To mark the end of his exhibition, photographer Phil Penman will be giving a talk about his work on Thursday, 29 May 2025, at the Rex cinema in Biel/Bienne. He will explain how he composes his pictures, develops his style of black and white photography, and how he used these techniques to produce the pieces in his exhibition "96 Hours Biel-Bienne".

Further information on the anniversary celebrations being held by Leica Camera AG Switzerland and tickets to take part are available [here](#).

Leica Camera AG Switzerland also operates its own Leica Customer Care Centre. During the Biel/Bienne Festival of Photography, anyone who is interested will have the opportunity to benefit from a free Check & Clean of their Leica camera and go on a guided tour of the premises and Customer Care Centre. Book an appointment at [Visit to Leica Camera Switzerland Customer Care – Leica Summit](#)

100 Years of Leica: Witness to a Century

In 2025, Leica Camera AG is celebrating the 100th anniversary of the Leica I, which was first presented to the public at the Leipzig Spring Fair in 1925. As the first 35 mm still camera to be mass-produced, it exceeded all expectations. Because with its compact and handy format, it opened up a whole new range of new photographic applications. All around the globe, under the motto "100 Years of Leica: Witness to a Century", Leica Camera AG will be celebrating this camera, which revolutionised the world of photography. Cultural projects and extraordinary special-edition products will be launched throughout the year at international events organised by the Leica national subsidiaries in the major cities of Dubai, Milan, New York, Shanghai and Tokyo. The anniversary week, taking place in Wetzlar, the company's headquarters, in June, marks the high point of the celebrations. On top of



that, visitors can look forward to top-class 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 a company history stretching back over 150 years. As part of its growth strategy, the company has expanded its portfolio to include mobile imaging (smartphones) and the manufacture of high-quality spectacle lenses and watches, and is also represented in the home cinema segment with its own projectors.

Leica Camera AG, with its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, has a worldwide network of its own distribution companies with over 120 Leica Stores.

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

Please find further information at:

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