



Press Release

Leica Store & Gallery Mexico City Presents *La Mirada Esencial*: 100 Years of Leica and Its Connection with Latin America

An exclusive exhibition that traces Leica's profound legacy and its significant impact on Latin American photographers, capturing the essence of the region's culture.

Mexico City, April 1st, 2025 Leica store and gallery Mexico City is proud to announce the opening of *La Mirada Esencial*, a collaborative exhibition with Centro de la Imagen, a leading public institution dedicated to the exhibition, preservation, and dissemination of photography in Mexico. This special project, commemorating Leica's 100th anniversary of the Leica I, will open to the public on April 10th and run until August 17th, 2025 at Centro de la Imagen in Mexico City.

La Mirada Esencial pays tribute to Leica's iconic presence in the world of photography and its indelible impact on visual storytelling in Latin America. This exhibition explores Leica's legacy through a curated selection of works by Latin American photographers, each capturing the diversity, complexity, and resilience of the region. The images reflect the ongoing dialogue between Leica and the vibrant cultural landscape of Latin America, offering a profound visual narrative that celebrates the region's social, political, and cultural histories.

Since its debut in 1925, the Leica I—designed by Oskar Barnack—revolutionized photography by introducing a compact, agile camera that allowed photographers to engage with their subjects more intimately. This innovation not only transformed the technical aspects of photography but also reshaped how stories were told. As the first compact and lightweight Leica camera with a 24x36mm 35mm format, it made photography a natural part of everyday life. For the first time, it was possible to take pictures of real life - capturing the decisive moment - and thus created completely new possibilities for use and expression. The genre of reportage and documentary, as well as street and artistic photography, was born.

In the words of renowned Italian writer Italo Calvino, modern literature should be "light, precise, and consistent." These same qualities resonate in Leica's photographic approach, as the brand continues to empower photographers to tell stories with clarity, precision, and beauty. Leica cameras have become



indispensable tools for countless photographers worldwide, and in Latin America, they have been essential in documenting the region's complexities.

Through the lens of these talented artists, Leica cameras have captured the beauty, struggles, and hopes of Latin America. *La Mirada Esencial* offers a glimpse into the powerful intersection between Leica and the region's visual narratives, showcasing how the camera has served as an extension of the artist's vision and their unique perspective on the world. The exhibition also features images from the FUTEL (Fundación Televisa) collection.

Featured photographers in the exhibition include: Yael Martínez, Greta Rico, Koral Carballo, César Rodríguez, Alejandro Cegarra, Daniel Anguiano, Santiago Arriaga, Luvia Lazo, Alessandro Cinque, Francisco Mata Rosas, Sara Meneses, Ángeles Torrejón, Marco Antonio Cruz, Gabriel Figueroa, Bob Schalkwijk, Héctor Guerrero, Federico Ríos, Manuel Álvarez Bravo, Colette Urbajtel, Diego Céspedes, Irlanda Orrostieta, Gustavo Minas, Yvonne Venegas, and Fernando Aceves.

We invite you to join us for the inauguration of *La Mirada Esencial* on April 10, 2025, and celebrate Leica's 100-year legacy in transforming the art of photography. This exhibition, running until August 17, 2025, honors a century of innovation and underscores Leica's continued influence on the photographic community in Latin America.

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 a company history stretching back over 150 years. As part of its growth strategy, the company has expanded its business to include mobile imaging (smartphones), as well as manufacturing



high-quality spectacle lenses and watches. The company also has a strong presence 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 promoting 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).

About Centro de la Imagen

Centro de la Imagen, a public institution under Mexico's Department of Culture, has been a leading space for the exhibition, preservation, and dissemination of photography since its opening in 1994. With over 400 exhibitions and a unique collection of contemporary photographic works from Mexico and Latin America, Centro de la Imagen is a key reference for both national and international photography. The institution is known for hosting major events such as the Bienal de Fotografía and Fotoseptiembre, contributing significantly to the cultural landscape of Mexico.

Please find further information at:

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