



Press Release

The Photo Book Celebrating the Centenary: 100 Leica Stories

Wetzlar, 26 June 2025 This year, Leica Camera AG is marking the 100th anniversary of the Leica I. The new book *100 Leica Stories* offers fascinating insights into Leica's history. The Leica is showcased not only as a triumph of camera technology but also for its distinctive role in the intricate interplay of historical events. The Leica has been witness to a century: photographs, documents, snapshots and series have shaped the broader narrative over the past 100 years. By sharing their adventures and experiences, countless photographers have played a vital role in establishing the Leica as an essential instrument of modernity. The book features renowned Leica photojournalists, presenting some of their most iconic photographs. The stories behind the photographs are revealed. Whether it's Henri Cartier-Bresson's celebrated rendering of a man jumping over a puddle at Gare Saint-Lazare train station, Alexander Rodchenko's "Girl with a Leica", or Ilse Bing's self-portrait, these images form an essential part of the 20th century's visual legacy. Yevgeny Khaldei's historic depiction of the moment the war ended at the Reichstag in Berlin, Robert Lebeck's poignant "The Sword Thief" marking the close of the colonial era, or Marc Riboud's powerful anti-war photograph of a young woman facing down the American National Guard – the catalogue of remarkable historical moments captured through photography is extensive. The book also includes images taken by fearless photographers who document catastrophes and environmental disasters: Sebastião Salgado's haunting images of the burning oil fields in Kuwait, Marco Cortesi's stark visual testimony from Chernobyl, and Dominic Nahr's powerful reportage on the Iraq war all demonstrate the Leica's unwavering role as a faithful recorder of history.

The scope broadens to encompass themes like Leica's influence on design, Leica's connection to music, and Leica's presence in Hollywood. The book reveals a vibrant tapestry, interwoven with fragments from Leica's illustrious past. Even the most devoted Leica enthusiasts will find themselves surprised by the wealth of insight gathered within these pages.

Alongside the glamour and pivotal moments of contemporary history snapped by professional photographers, the book also weaves in deeply personal memories, adding to its unique charm. Last year, the groundwork for this ambitious project began with an invitation to the Leica community to share their own stories and experiences. The response was overwhelming.

Whether a cherished family heirloom, a long-lost attic discovery, or a piece imbued with deep personal significance, the wealth of stories gathered enriches the anniversary book. This work also draws upon countless treasures from the Leica Archive.



Alongside the 100 stories, the book features a comprehensive chronicle in the appendix, meticulously documenting Leica's history in all its depth, highlighting the key events and influential figures who have shaped the company's legacy. Every Leica camera is featured, from the pioneering first model to the latest innovations. The book serves as a valuable reference for photography and technology enthusiasts, as well as those who are eager to explore Leica's history in greater depth.

100 Leica Stories is a collection of iconic images, profound historical moments, personal reflections, untold anecdotes, intriguing discoveries, technical breakthroughs and captivating insights into the Leica universe. As such, the photo book presents a richly layered account of Leica's century-long history.

100 Leica Stories, hardback, 320 pages, over 170 images, German and English edition, 200 x 260 mm. The book *100 Leica Stories* will be released in Germany on 26 June 2025, and will be available internationally from 14 July 2025. It will be offered worldwide through Leica Stores, the Leica Online Store, the LFI Online Store and authorised retailers. The recommended retail price is €70.00 incl. VAT.

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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