



Press Release

Extraordinary collectors' items go to auction for the 100th anniversary of the Leica I in Wetzlar in June 2025 46th Leitz Photographica Auction: O-Series, Leica M3 No. 700,000, and a camera engraved by artist King Nerd

Vienna/Wetzlar, 17 June 2025 – Leica is celebrating 100 years of the Leica I around the globe. One high point is the auctioning of rare collector's items from the world of cameras at the 46th Leitz Photographica Auction at the Leica anniversary event in Wetzlar on 27 June 2025. Top of the bill is a rare prototype of the Leica I, the Leica O-Series No. 112. Among the other valuable lots going under the hammer are a 100-year-old Leica I. Mod. A Anastigmat and the Leica M with the first serial number of this legendary camera model. Also noteworthy is the auction's charity lot, a Leica MP engraved by King Nerd. All proceeds from this lot will go to the "Licht ins Dunkel" initiative for social cohesion.

100 years of Leica I is a milestone anniversary – one which is the focus of a great deal of effort on the part of both Leica Camera AG and Leitz Photographica Auction, its official auction house. In the 46th edition of the eponymous auction series, Leitz Photographica Auction is putting a O-Series up for sale – one of the prototypes produced before the Leica I went into series production. "These cameras were given the serial numbers 101 to 125. Today, only around half of these two dozen pieces are still in existence. As a milestone in the history of photography that paved the way for photo reportage, they are now some of the most sought-after collectors' items in the world of cameras", says Alexander Sedlak, Managing Director of Leitz Photographica Auction. Now the Leica O-Series No. 112 is going under the hammer. Valued at an estimated price of €1.5 to 2 million, it's among the most remarkable lots in the upcoming auction.

But bidders won't just have their eyes on the O-Series. The charity lot provided by the auction house is also expected to attract keen interest. British designer John Dowell, also known as King Nerd and famed for his engravings on luxury products, turned a Leica MP into an exclusive one-of-a-kind item. Dowell has immortalised the Leitz Park, headquarters of Leica Camera AG, on the camera in his inimitable handwriting. All proceeds from the Leica MP will go to the "Licht ins Dunkel" association. The valuation price is estimated at between €14,000 and €15,000.

Special serial numbers, special places in (Leica) history



While historic cameras from a wide range of manufacturers go to auction at the Leitz Photographica Auction, there is a clear focus on Leica pieces. Another highlight is the Leica I Mod. A Anastigmat with serial number 225 (valuation price estimated at between €100,000 and €120,000). As the 100th Leica series camera ever produced, it fits perfectly with the theme of the Leica anniversary event in Wetzlar. The 46th Leitz Photographica Auction is taking place in the context of this occasion. Delivered to the British marketing and advertising agency Ogilvy in 1925, it is in all likelihood the first Leica to make its way to the UK.

The Leica M3 with serial number 700,000 (valuation price estimated at between €500,000 and €600,000) may offer another thrill for collectors. The camera was once passed on to renowned sports photographer and ski pioneer Prof. Stefan Kruckenhauser as a gift. As it bears the first serial number of all M-Cameras, this M3 isn't just an extraordinary collector's item – it's also mentioned in numerous publications.

"When we talk about highlights of the auction, we usually focus on unique, historic pieces expected to go for big prices under the hammer. But among the 445 lots in total at the upcoming auction, there are actually many items expected to go for amounts in the three or low four figures. These include accessories and lenses, as well as cameras", says Sedlak.

In person, in writing, online or over the phone

The 46th Leitz Photographica Auction will take place on 27 June 2025 at 12 p.m. CEST at Leica World in Wetzlar. Bids can be made in advance online (www.leitz-auction.com), in writing or over the phone. Live bids can be made during the auction on www.leitz-auction.com and www.liveauctioneers.com. As the auction is being held as part of the Leica anniversary celebrations in Leica World and is not accessible to the public, we ask all interested auction customers to register in advance so they can attend the auction room in person.

In autumn, the auction house Leitz Photographica Auction will hold two more auctions, both in Vienna. The "Motion" photography auction will take place at the Leica Gallery in Vienna on 30 October, followed by the 47th Leitz Photographica Auction at the Hotel Imperial in Vienna on 22 November.

Find out more at: www.leitz-auction.com/auction

About Leica Camera Classics:

The tradition-steeped German company Leica Camera AG has two subsidiaries in Vienna: Leica Camera Austria GmbH and Leica Camera Classics GmbH. The latter specialises in vintage cameras and exhibits numerous historic pieces in its shop on Westbahnstraße 40. It's also home to the biggest



spare parts store for vintage Leica cameras in the world. This unique inventory allows technicians on site to inspect historic Leica cameras to the highest collector specifications and restore them if necessary before they go to auction.

Twice a year – in mid June and late November – Leica Camera Classics holds the Leitz Photographica Auction, the world's biggest auction of vintage cameras, drawing bidders from over 100 countries. A selection of around 5,000 products is also available year round in the LCC online store.

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, Leica Camera AG is celebrating this camera, which revolutionised the world of photography, under the motto "100 Years of Leica: Witness to a Century". 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.

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