



All Eyes on Latin America: Experts Seek the Next Promise of Photography

Leica Camera Mexico City launches the first edition of the Leica Latin America Luxury Travel Photography Awards, an initiative that celebrates the region's visual talent and redefines the bond between travel, people, culture, and the environment.

Mexico City, August 20, 2025 – In its commitment to fostering photography as a tool for cultural exploration and human connection, Leica Camera proudly announces the launch of the first *Leica Latin America Luxury Travel Photography Awards: Human Connection in Latin America*.

This landmark initiative invites professional and emerging photographers between the ages of 18 and 60, originally from or residing in Spanish-speaking Latin American countries, to submit compelling travel photography portfolios. The competition seeks visual series that capture authentic travel experiences, distinguished by strong aesthetic, narrative, and technical value. Far from being limited to a single category such as landscape, portrait, or nature, the Awards celebrate diverse visual narratives that reflect the profound bond between people and their environment.

With this project, Leica reaffirms its vision of building a global photographic community that documents and preserves the essence of our territories, backed by the excellence and legacy that have defined the brand for over a century. In the year of Leica's 100th anniversary, the Awards provide a new platform to champion photography worldwide.

The jury unites distinguished voices in photography and culture, including Carol Körting, editor at *Leica Fotografie International* and a global promoter of photographic talent; Manolo Márquez, Manager of the Leica Gallery Mexico City and a key promoter of photographic art in the region; Issa Plancarte, a gastronomic journalist with over a decade of experience, currently Editor-in-Chief at *Aire* and Director of *MexBest*, a platform that celebrates Mexico's best in hospitality; Greta Rico, winner of the Leica Women Foto Project, known for her feminist and documentary perspective; and Diego Rodríguez, an acclaimed wildlife and nature photographer recognized for capturing everything from sharks and exotic birds to African mammals.

For its inaugural edition, Leica has partnered with *Luxury Travel Magazine* and several of the most prestigious luxury travel brands in Latin America. In collaboration with LATAM Airlines, the official airline of the contest, along with Ponant, NUBA, and Belmond, the Awards will grant the top three winners exclusive experiences that embody exploration, authenticity, and excellence. The first prize consists of a Leica Q3 camera and a journey through Lima and Cusco alongside the *Luxury Travel* production team, with curated stays and experiences by Belmond and NUBA. This story will be featured in *Luxury Travel Magazine* and across its digital platforms. The second prize includes a Leica D-Lux 8 camera and a 14-day voyage with Ponant, exploring extraordinary destinations for an exclusive *Luxury Travel* production. The third prize offers a pair of Leica



binoculars and a luxury stay at Chablé Yucatán, Mexico. Winning photographs will also be published in both the print and digital editions of *Luxury Travel Magazine*.

The call for entries opens on August 20 and closes on October 15, 2025. Full details, including registration and guidelines, are available at www.leica-camera.com/en-int/primer-concurso-de-fotografia-de-viaje-2025. Photographs may be taken with any camera equipment; what matters most is the authenticity of the vision, the strength of the narrative, and a genuine connection to the region. Submissions must reflect the essence of the moment, without cell phones or digital alterations that compromise their authenticity.

100 Years of Leica: Leica – Witness to a Century

Leica Camera AG is celebrating 100 years of the Leica I in 2025. It was presented to the public for the first time at the Leipzig Spring Fair in 1925 and, as the first series-produced 35 mm camera, 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. At international events held by the Leica national organisations in metropolises such as Dubai, Milan, New York, Shanghai and Tokyo, cultural attractions and outstanding special edition products will be presented throughout the year. 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).

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