



Press Release

Leica Australia Celebrates 100 years since the Leica I was introduced with month-long programme of events

Leica Camera Australia to host exhibition openings, presentations, workshops and photo walks throughout August.

Melbourne, 28 July 2025. As part of Leica's centenary celebrations around the world, marking 100 years since the launch of the Leica I – the world's first mass-produced 35mm camera – Leica Camera Australia is offering photography fans and newcomers alike a month-long series of events at their stores in Sydney, Melbourne and Chadstone.

The programme includes paid and free events, kicking off with a free exhibition opening at the **Leica Store and Gallery Melbourne** on Friday 1st August. The highly-anticipated exhibition, entitled 'In Conversation – a Photographic Dialogue between **Steve McCurry** and **Jessie Brinkman Evans**', pairs one of the world's pre-eminent photographers with an emerging talent in the industry. This dynamic collaboration provides a unique platform for an established artist to share space with a promising new voice. Steve McCurry and Jessie Brinkman Evans will present their works at the exhibition opening, which is replicated at the **Leica Store and Gallery Sydney** on Thursday 7th August.

"We're thrilled to welcome one of the world's most renowned photographers to Australia," remarked Ryan Williams – Managing Director, Leica Camera Australia. "Steve McCurry's work has not only captured the attention of a global audience but has also inspired a new generation of photographers to pick up a camera."

Known for his iconic portrait of the 'Afghan Girl', Steve McCurry will conduct two masterclass sessions in the days following each exhibition opening – 2nd and 3rd August in Melbourne, and 8th and 9th August in Sydney. These full-day workshops have sold out due to popular demand.

The opening weekend also features a number of free activations at the Leica Store and Gallery Melbourne. Senior Product Specialist and acclaimed travel photographer, **Nick Rains**, will be available for free one-on-one consultations to explore Leica's camera systems and lenses as well as answering technical questions and imparting expert advice tailored to individual photography needs.



An immersive guided tour of the 'In Conversation' exhibition is also being offered over the course of the opening weekend (2nd and 3rd August) providing exclusive insights into the stories behind Steve McCurry's and Jessie Brinkman Evans' works – revealing the creative process and the narratives that inspired these captivating images.

For those looking to refresh their online presence with a professional portrait, a complimentary photo session will deliver a high-quality image perfect for LinkedIn or any platform where first impressions matter. Sessions are limited and subject to availability.

To complete the opening weekend offering in Melbourne, multiple photo walks with world-class photographer, **Kristian Dowling**, are available to join – registration required. Participants can join this inspiring free photo walk in Melbourne's vibrant centre as Kristian shares expert tips and insights.

Scheduled for later in the month, the Leica Store and Gallery Melbourne will present award-winning photographer, **Marcus Bell**, for an inspiring presentation on the evolving world of photography, and in-demand creative, **Alex Drewniak**, who will explore what it takes to stay true to your artistic voice while thriving in a fast-paced industry. In addition, world-renowned street photographer **Jesse Marlow** will host a free photo walk in his hometown of Melbourne – sharing his creative approach to seeing the everyday with fresh eyes and in capturing moments of beauty in the unexpected.

For Sydney participants, the Leica Store Sydney will present Marcus Bell on the 14th August. There will also be free photo walks conducted by Jesse Marlow and one of Australia's most enigmatic street photographers, **Knox Bertie**, on the 10th August and 23rd August, respectively.

The **Leica Store Chadstone** will also offer free presentations by Marcus Bell, Alex Drewniak and Jesse Marlow at their location in Chadstone Shopping Centre.

The month-long celebrations are capped with multi-day workshops and in-store appearances in Melbourne and Sydney as well as a special presentation at the Ballarat International Foto Biennale by critically-acclaimed American photographer, **Todd Hido**. Known for his hauntingly beautiful imagery and celebrated photobooks, Hido is a true giant of the photography world. This brief but special event is the perfect opportunity to purchase one of his coveted books and have it signed while connecting with an artist whose work has shaped contemporary photography.

Books and a limited-edition poster will be available for sale.



Events throughout Leica's celebratory month can be explored via the website – leica100au.com

Availability strictly limited. A summary included below –

LEICA STORE AND GALLERY MELBOURNE

Friday 1st August, 2025 (6-9 pm)

6 – 10 pm Exhibition Opening: 'In Conversation: A Photographic Dialogue Between Steve McCurry and Jessie Brinkman Evans'

Saturday 2nd August, 2025

10 am – 9 pm Steve McCurry: 'Through the Lens of a Legend' [workshop](#)

From 10:30 am 'Speak to an Expert' with Nick Rains (free)

From 11 am 'In Conversation: A Photographic Dialogue Between Steve McCurry and Jessie Brinkman Evans' Guided Gallery Tour (free)

From 11 am Professional Profile Photo (free)

From 11:30 am Photo Walk with Kristian Dowling (free)

Sunday 3rd August, 2025

10 am – 9 pm Steve McCurry: 'Through the Lens of a Legend' [workshop](#)

From 11:30 am 'Speak to an Expert' with Nick Rains (free)

From 11:30 am Photo Walk with Kristian Dowling (free)

From 12 pm 'In Conversation: A Photographic Dialogue Between Steve McCurry and Jessie Brinkman Evans' Guided Gallery Tour (free)

From 12 pm Professional Profile Photo (free)

Friday 8th August, 2025

6 – 9 pm Leica Presents: Marcus Bell

Friday 15th August, 2025

6 – 9 pm Leica Presents: Alex Drewniak

Sunday 24th August, 2025

1 – 2:30 pm Jesse Marlow Photo Walk



Wednesday 3rd September, 2025

6 – 7:30 pm Todd Hido: Leica Store and Gallery Melbourne In-store Appearance

Friday 5th September to Monday 8th September, 2025

N/A Todd Hido: 'Critical Decisions' [workshop](#)

LEICA STORE AND GALLERY SYDNEY

Thursday 7th August, 2025

6 – 10 pm Exhibition Opening: 'In Conversation: A Photographic Dialogue Between Steve
McCurry and Jessie Brinkman Evans'

Friday 8th August, 2025

10 am – 9 pm Steve McCurry: 'Through the Lens of a Legend' [workshop](#)

Saturday 9th August, 2025

10 am – 9 pm Steve McCurry: 'Through the Lens of a Legend' [workshop](#)

Sunday 10th August, 2025

1 – 2:30 pm Jesse Marlow Photo Walk

Thursday 14th August, 2025

6 – 9 pm Leica Presents: Marcus Bell

Saturday 23rd August, 2025

1 – 2:30 pm Knox Bertie Photo Walk

Thursday 28th August, 2025

6 – 7:30 pm Todd Hido: Leica Store and Gallery Sydney In-store Appearance

Friday 29th August to Monday 1st September, 2025

N/A Todd Hido: 'Critical Decisions' [workshop](#)



LEICA STORE CHADSTONE

Saturday 9th August, 2025

2 – 5 pm Leica Presents: Marcus Bell

Saturday 16th August, 2025

2 – 5 pm Leica Presents: Alex Drewniak

Friday 22nd August, 2025

6-9 pm Leica Presents: Jesse Marlow

100 Years of Leica: Witness to a Century

In 2025, Leica Camera 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 Steve McCurry

Steve McCurry has been one of the most iconic figures in contemporary photography for more than five decades. Born in Philadelphia, Pennsylvania, McCurry studied cinematography at Pennsylvania State University, before going on to work for a newspaper. After two years, McCurry made his first of what would become many trips to India. Traveling with little more than a bag of clothes and film, he made his way across the subcontinent, exploring the country with his camera.

It was after several months of travel that he crossed the border into Pakistan. In a small village, he met a group of refugees from Afghanistan, who smuggled him across the border into their country, just as the Russian invasion was closing the country to Western journalists. Emerging in traditional dress, with a full beard and weather-worn features after months embedded with the Mujahideen, McCurry made his way over the Pakistan border with his film sewn into his clothes.



McCurry's images were among the first to show the world the brutality of the Russian invasion. Since then, McCurry has gone on to create unforgettable images over all seven continents and numerous countries. His body of work spans conflicts, vanishing cultures, ancient traditions, and contemporary culture alike - yet always retains the human element that made his celebrated image of the Afghan Girl such a powerful image.

McCurry has been recognized with some of the most prestigious awards in the industry, including being inducted into the Leica Hall of Fame and receiving the Robert Capa Gold Medal. Most recently, the Royal Photographic Society in London awarded McCurry the Centenary Medal for Lifetime Achievement and in 2019, McCurry was inducted into the International Photography Hall of Fame.

About Leica Camera AG

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 company has 2,400 employees on its books and posted revenues of EUR 554 million in financial year 2023/24.

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).

For more information, please contact:

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