



Press Release

To Capture "Motion" on 35mm Film

Celebrating the Art of Photography in „Motion“: Auction and Exhibition at the Leica Gallery Vienna

Wetzlar, 25th September 2025. In the centenary year of the Leica I—the camera that first enabled capturing the world in motion—Leitz Photographica Auction, the official auction house of Leica Camera AG, celebrates photography as a medium of progress. Under the title "Motion," the upcoming auction features works that visualize the dynamics of social and aesthetic transformations. Movement in and through images serves as a recurring theme in the selection of premium photographs from the 20th and 21st centuries, which will be auctioned on October 30, 2025, at Leica Gallery Vienna. The highlight lots of "Motion" will be on display at said location from October 17 in an exhibition of the same name. Admission is free.

A New Era of Photography

The Leica I, the world's first serially produced 35mm camera, redefined the boundaries of photography in 1925. Compact enough to fit in a jacket pocket and immediately ready for use, the Leica I allowed for dynamic images in stark contrast to the static photographs of large-format cameras, the prevalent technology at the time. A new era of photography was on the rise.

However, the heyday of large-format cameras did not end with a clear cut. It would take years before they finally became obsolete. In the 1920s, the American Edward Weston was considered one of the greats in large-format photography. Later he would co-found the legendary Group f/64 and be celebrated as a defining photographer of the 20th century for his black-and-white images. One of his most famous photographs—"Nude Study (Anita)"—was created in the year 1925.

"We are offering a rare vintage print of this iconic nude study – a work distinguished not only by its formal radicalism, but also by its year of creation, which both resonates with the Leica anniversary and signifies the threshold to photographic modernism", explains Caroline Guschelbauer, Head of Photographs at Leitz Photographica Auction. The print, like the photograph itself, dates from 1925 and will be auctioned with an estimate of €200,000 to €250,000 (starting price: €110,000).

A Cross-Section of Modern Photography

Apart from Weston's "Nude Study (Anita)", the "Motion" photographs auction features numerous lots from some of the most outstanding figures in the early history of photography, including Ansel Adams, Walker Evans, Manuel Álvarez Bravo, Berenice Abbott, Ruth Bernhard, August Sander, Brassai, and Horst P. Horst. Equally represented are influential post-war photographers: Otto Steinert, Harry Callahan, Aaron Siskind, Henri



Cartier-Bresson, Elliott Erwitt, Ernst Haas, Garry Winogrand, Joel Meyerowitz, and Helmut Newton, to name just a few. The diverse offering is complemented by distinctive contemporary voices such as Hiroshi Sugimoto, Nobuyoshi Araki, Nan Goldin, Alison Jackson, Sissi Farassat, and Paul Cupido.

"With this century auction, Leitz Photographica Auction highlights its commitment to curating works of museum quality, historical significance, and lasting collectability- an offering that speaks both to seasoned collectors and to newcomers with a passion for art", summarizes Caroline Guschelbauer.

"I am very pleased that this carefully curated selection once again reflects the diversity of photographic expression, while staying true to our mission of sharing the fascination of photography with enthusiasts, connoisseurs, and collectors," says Alexander Sedlak, Managing Director of Leitz Photographica Auction. "Leica Gallery Vienna, which throughout the year welcomes international stars of the photography scene to Austria while also offering an important platform for local newcomers, provides us with the perfect venue." In the two weeks leading up to the auction, the highlights of "Motion" will be on display at the gallery, and all lots can be viewed on request. Admission to the exhibition is free.

Live on site, in written form, online or by telephone

The "Motion" photographs auction will take place on 30 October at 6:30 PM (CEST) at Leica Gallery Vienna. Bids can be submitted in advance – online (www.leitz-auction.com) or in written form. Live bidding during the auction is possible on site, by telephone or at www.leitz-auction.com and www.liveauctioneers.com. Three weeks later, the auction house hosts its next major event in Vienna – on 22 November, Leitz Photographica Auction 47 will take place at Hotel Imperial.

"Motion" exhibition - opening:

Thursday, October 16, 2025, 6:30 PM

Leica Gallery Vienna

Seilergasse 14, 1010 Vienna

The exhibition runs from October 17 to 30, 2025.

"Motion" auction:

Thursday, October 30, 2025, 6:30 PM

Leica Gallery Vienna

Seilergasse 14, 1010 Vienna

The after-sale runs until November 23, 2025.

Please find further information at www.leitz-auction.com.

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About Leica Camera Classics

The German Leica Camera AG has two branches in Vienna: Leica Camera Austria and Leica Camera Classics. The latter specializes in vintage cameras and has approximately 1,500 devices on display in its store at Westbahnstraße 40. The location also houses the largest spare parts warehouse for historic Leica cameras in the world. Because of this unique inventory, on-site technicians can inspect historic Leica cameras to the highest collector standards and restore them as needed before they are auctioned.

Twice a year – in mid-June and late November – Leica Camera Classics organizes the Leitz Photographica Auction, the world's most important auction of vintage cameras, attracting bidders from over 100 countries. In addition, around 5,000 products are permanently offered in the LCC online store.

About Leica Camera

Leica Camera AG is an international, premium manufacturer of cameras, lenses and sports optics. 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, having its headquarters in Wetzlar, Germany, and a second production site in Vila Nova de Famalicão, Portugal, operates a global network of its own distribution companies with around 120 Leica Stores worldwide.

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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