



Press Information

Leica Galleries Donating All Profits From Lenny Kravitz – *FLASH* Exhibit to 100Cameras to Help Empower Children to Create Change Through Art

Nonprofit Organization 100Cameras to Receive \$25,000 to Help Marginalized Youth Turn Their Photographic Stories Into Art for Sale

Wetzlar, 15. April 2016. The Leica Galleries, Lenny Kravitz, Berlin-based art advisor and international agent Reiner Opoku and Ostlicht Gallery in Vienna, Austria are donating \$25,000 in proceeds from the Lenny Kravitz – *FLASH* exhibit to 100Cameras, a nonprofit organization teaching marginalized children from across the globe to create change in their community through photography. The *FLASH* exhibit, which was on display during the December Art Basel Miami Beach fair, included a selection of 50 photographs taken by Kravitz with his Leica camera. The profits from the exhibit will be donated to 100Cameras to help support their next international project, Project006, and the organization's Snapshot Project platform.

“We’re very proud that the proceeds from ‘*FLASH*’ will be able to support the mission of 100Cameras,” said Karin Rehn-Kaufmann, Chief Representative Leica Galleries International. “Our longtime passion for art and photography is at the core of everything we do. We’re thrilled that we’re able to help fuel this passion in children throughout the world and support an experience that allows them to grow and give back in a meaningful way.”

100Cameras shows kids that they can make a difference in their own communities by teaching them to share their perspectives through photography and then turning their stories into sellable products that then directly fund medical, educational and lifeline supplies. At least half of the amount raised through the *FLASH* exhibit will go toward

100Cameras' 6th international project, which will include a partnership with a local organization, such as an orphanage or community center. The project will consist of 15 students who will get the opportunity to experience a deep dive into photography techniques, as well as learn how they can make a difference in their community through photography.

The remainder of the donation will go toward 100Cameras' operational support to expand its Snapshot Project platform, aimed at equipping photographers with the tools and curriculum to implement their own 100Cameras project in communities they care about.

"We are so grateful to receive this opportunity and resource so that we can continue to empower children through art and teach them that their voices are important," said Angela F Popplewell Founder and Executive Director of 100Cameras. "We have four Snapshot Projects currently under way and will continue to open up more applications later this year as the platform expands. The ultimate goal over the coming years is to equip hundreds of people to take on projects worldwide – and thus, impact thousands more kids."

The *FLASH* exhibit included a selection of more than 50 photographs, in which Kravitz captures the essence of his life as a musician permanently in the public eye and a constant target for photographers, paparazzi and fans. The photographs, taken with equipment from the Leica M-System, document Kravitz's world travels and offer unusual insights into the nomadic life of a musician. Kravitz pays particular attention to effects made possible by the creative use of lighting and manipulation of the pictures in processing.

About 100Cameras

Established in 2009, 100cameras is a registered 501c3, NY-based non-profit organization. The organization empowers kids living in marginalized communities worldwide with the opportunity to learn that their voices are important and that they can create positive change. By teaching them to share their perspectives through photography and then turning their stories into sellable products, the 100cameras students experience that they can make a difference by directly funding medical, educational, and lifeline supplies for their own communities.

For more information on the 100cameras mission and ways to get involved, please visit

www.100cameras.org.

About Lenny Kravitz:

Regarded as one of the preeminent rock musicians of our time Kravitz has sold nearly 40 million albums worldwide. His talents as a writer, producer and multi-instrumentalist have been realized through ten studio albums that contribute to a timeless catalog. He has won four consecutive GRAMMY© Awards setting a record for the most wins in the “Best Male Rock Vocal Performance” category. Lenny Kravitz’s appeal has also been recognized by his peers and his collaborative efforts are as varied as his own influences. He has worked with renowned artists such as Madonna, Drake, Aerosmith, Jay-Z, Mick Jagger, Miguel, and Alicia Keys. Amongst his other endeavors, Kravitz has appeared in the critically acclaimed film Precious, the international cult sensation, The Hunger Games Film and Lee Daniels’ The Butler. In 2003, Lenny Kravitz launched a creative firm, Kravitz Design Inc., which provides commercial and residential design services as well as specializes in product development and branding.

Additional information can be found at www.lennykravitz.com.

About Leica

Leica Camera AG is an internationally operating premium manufacturer of cameras and sport optics products. The Leica legend is founded on the lenses of the long-established company. Together with innovative technologies, they provide for better images in all concerns of vision and perception. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company is internationally represented by its branch offices in England, France, Japan, Singapore, Switzerland, South Korea, Australia and the USA. New, innovative products have pushed the company’s recent positive development.