



Press Information

Master of Photography: Leica and Sky Arts Search for Europe's Best Photographer

The first TV talent show for pro and amateur photographers.

Milan, 6 July 2016 – Leica Camera AG, the German premium-segment manufacturer of cameras and sport optics products, is Sky Arts' exclusive technical provider for *Master of Photography*, the first dedicated TV talent show for photography, to be broadcast from the 21st of July in Italy on Sky Arte HD, in the UK and Ireland on Sky Arts and in Germany and Austria on Sky Arts HD. A new unique international production, that aims to promote and enhance photography in all its forms of expression, through the TV medium.

The program, hosted by Isabella Rossellini, will involve 12 young talents – either amateur or pro photographers – from all over Europe. They will challenge each other with their cameras till the last shot. Over eight episodes, competitors will face trials both in the studio and outdoors, touring several European locations from Rome to Ireland and London to Berlin. To evaluate them, a respectable jury made up of Oliviero Toscani, Simon Frederick, and Rut Blees Luxemburg – globally renowned photographers and experts – will declare the first Master of Photography. The winner will receive a prize of 150,000 euros and the opportunity to realize their first solo exhibition with the publication of a dedicated catalog.

Known for its premium-quality cameras and lenses “made in Germany”, Leica Camera AG is the ideal partner for Sky Arts' *Master of Photography* TV talent show. Each competitor will be equipped with professional gear including cameras, lenses, and accessories. With products from Leica's current S, SL, and M-Systems ranges plus the Leica Q – the compact camera with full-format sensor – the contestants will be perfectly prepared for any photographic challenge that comes their way.

For further information about the TV program and to be kept up-to-date about the competition, please visit <http://www.masterofphotography.tv/>.