



Press information

Leica at photokina 2016

Leica Camera AG will be appearing at the event as 'Official Photography Partner of photokina 2016' with a professional presence in Hall 2.1 and a major exhibition in the Leica Gallery in Hall 1

Wetzlar, 20 July 2016. The focus of the Leica presence this year at photokina 2016 in Cologne will be on professional photography and the needs of professional users – and on the unique exhibition of photography in Hall 1 that Leica will be presenting as 'Official Photography Partner of photokina 2016'.

On the completely redesigned stand in Hall 2.1, professional users and visitors to the show will be able to find information and comprehensive advice on the broad spectrum of professional tools and services available for all photographic applications and scenarios. In addition to the Leica S medium format system, the focus here will also be set on the mirrorless Leica SL-System, the legendary Leica M rangefinder system and Leica's world-renowned precision lenses 'made in Germany'. The presence at the show will be dedicated to the presentation of professional product solutions and the latest technological developments, and will also be showcasing the multiple award winning, premium Cine lenses manufactured by CW Sonderoptic and the wide range of professional photographic products from Sinar Photography.

As 'Official Photography Partner of photokina 2016', Leica Camera AG will also be staging the impressive 'Masters of Photography' exhibition in the almost 2,000 square metres of the Leica Gallery in Hall 1. The exhibition will be showing 15 series of photos with a total of

around 400 pictures by the following acclaimed Leica S, SL, and M photographers: Alex Webb, Ara Güler, Bruce Gilden, Ellen von Unwerth, York Hovest, Jacob de Boer, Per-Anders Pettersson, Patrick Zachmann, Jens Umbach, Roger Ballen, Helge Kirchberger, Christian Steinwender, Fred Mortagne, Kurt Hutton and the two winners of the Leica Oskar Barnack Award 2015, JH Engström and Wiktoria Wojciechowska. In a separate exhibition area, Leica Camera AG will be presenting the exhibition with the title 'Upcoming Masters' – a joint venture organised in collaboration with the 'Deutsche Gesellschaft für Photographie' (DGPh – the German Photographic Society) and the Photoindustrie-Verband (PIV – The Imaging Association), which will be showing a total of 80 works by promising newcomers from ten selected international universities and academies.

The Leica Gallery in Hall 1 will be open to visitors from 10 a.m. to 6 p.m. on every day of photokina 2016. The event calendar for photokina 2016 will feature an entertainingly diverse stage programme with interviews and personal lectures by the photographers whose works are exhibited in the Leica Gallery.

'With this year's concept, we consciously underline our competence and positioning as a leading and innovative provider of professional camera products and services. It is also our wish to share our commitment to the unique and fascinating photographic culture for which the company and the Leica brand have stood since its beginnings with the numerous photography enthusiasts visiting photokina 2016', says Oliver Kaltner, CEO of Leica Camera AG.