



## Press information

### **Leica Camera supports Sky Arts' search for the 'Master of Photography' 2017**

**The European TV talent show for professional and dedicated amateur photographers enters the second round with Leica Camera AG as its exclusive technical provider.**

**Wetzlar, 22 May 2017** Following the enormous success of the first season, the new round of the Sky Arts TV talent show 'Master of Photography' will be aired from 25 May 2017 on Sky Arte HD in Italy, on Sky Arts in the United Kingdom and the Republic of Ireland and on Sky Arts HD in Germany and Austria. In this second season, Leica Camera AG makes a return appearance as the show's exclusive technical provider. The aim of this unique international production is to promote all aspects of creative photography on television.

Throughout the eight shows of the series, twelve talented photographers from all parts of Europe must prove their photographic skills in the areas of creativity, instinct and versatility. As the show's exclusive technical provider, Leica equips each competitor with premium cameras and lenses made in Germany. All contestants are provided with professional photographic equipment comprising cameras, lenses and a range of accessories. With products such as the Leica SL mirrorless system camera, the Leica M-D digital rangefinder camera and the Leica Q compact, full-frame, fixed prime lens camera, the contestants are ideally equipped to master every photographic challenge.

In their battle for the title of 'Master of Photography', the contestants must prove their talent and skills in a number of different photographic genres at various locations throughout Europe. The jury of three world-renowned photographers and experts, Caroline Hunter, Darcy Padilla and Oliviero Toscani, judges the contestants' works to decide which

of them will be honoured with the title 'Master of Photography 2017' at the end of the season. The winner is awarded a cash prize of 150,000 euros.

Further information about Sky Arts 'Master of Photography' can be found here:

<http://masterofphotography.tv/>.

Simulcast across five countries, Master of Photography is created by the Sky Arts Production Hub, a commissioning and production centre of excellence dedicated to creating quality arts programmes for Sky's 22 million customers across the UK and Ireland, Italy, Germany and Austria.

**For more information on Sky Arts Master of Photography, please contact:**

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