



Press information

'Leitz Photographica Auction' at the Leitz-Park in Wetzlar

On 8 June 2019, the 34th Camera Auction, now presented under the new name of the long-established auction house, will be offering a selection of exclusive collector's pieces.

Wetzlar, 17 April 2019. Since its renaming to 'Leitz Photographica Auction', the latest, and now 34th in the series of camera auctions previously organised by 'WestLicht Photographica Auction', will be taking place from 11 a.m. to 5 p.m. on 8 June 2019 in the World of Leica in the Leitz-Park in Wetzlar. Registered bidders and visitors with a passion for photographica can look forward to finding a multitude of exclusive collector's pieces manufactured by Leitz/Leica. To accompany the auction, the World of Leica Experience in Leitz-Park is currently showing a temporary exhibition on the subject of 'Auctions'. Among the items on show are a number that will be offered to bidders at the 34th Camera Auction. As a unique experience and source of inspiration for everyone with a passion for photography, the Leitz-Park offers visitors and bidders attending the auction wonderful opportunities to explore and experience the Leica brand universe in all its facets – from inspirational exhibitions of top-class photography to unique insights into the Leica factory and the history of the company.

'Leitz Photographica Auction' is one of the world's leading auction houses for classic and vintage cameras and photographica, and has firmly established itself on the international scene. The 33 camera auctions held to date offered more than 22,000 lots and registered a number of spectacular, record-breaking sales. A rare example of the Leica O-Series produced in 1923 was a sensational highlight at the auction in 2018. The camera achieved a record-breaking hammer price of 2.4 million euros and still holds the record for the highest price ever paid for a camera sold by auction. Now under the new name of 'Leitz Photographica Auction', the experienced and successful team of auctioneers from Vienna will draw on the

expertise of the globally active and networked company Leica Camera AG to offer even more potential buyers from around the globe the chance to bid for spectacular collector's pieces and rarities at exciting auctions.

The first camera auction to be held at the Leitz-Park will be presenting an exclusive selection of cameras, lenses and accessories. A large proportion of the lots on offer are products manufactured by Leitz/Leica and promise exciting battles on the part of the bidders. The absolute highlights of the auction include a black paint **Leica MP-2 (estimated hammer price: 400,000–500,000 euros)**, the first M camera with an electric motor drive, produced in the late 1950s. It is considered to be one of the rarest and most unusual M cameras ever to have been offered for sale by auction. A further highlight is a Leica M camera with a prominent serial number. The **Leica M3 No.700005 (estimated hammer price: 300,000–400,000 euros)** is the fifth Leica M camera ever made, and is probably in the best condition of any early camera of the series. After over 40 years in private hands, it is still in original, mint condition. Also among the coveted Leica collector's pieces at the auction is a **Leica 250 Reporter GG with a Leica-Motor MOOEV (estimated hammer price: 300,000–400,000 euros)**. It is one of the rarest and most valuable cameras manufactured by Leitz/Leica, and it is estimated that only fifteen examples have survived until today. Most examples of this camera were delivered during World War II and were lost in the chaos of war. The camera offered here was delivered to Berlin on 13 November 1942 and is in excellent condition with only minimal signs of wear. Another extremely rare item is the red-painted **Leica Underwater Housing (estimated hammer price: 40,000-50,000 euros)** manufactured by Leitz Canada for the US Navy.

Alongside Leica products, the auction will also be taking bids for numerous attractive collector's pieces and rarities from other manufacturers. These include, for example, a **Hasselblad Lunar Surface SWC (estimated hammer price: 30,000–35,000 euros)**. Only 25 examples of this wide-angle camera were produced for use on the Apollo missions to the moon. Collectors and fans of Chinese Leica copies can find one of the very rare **Hong Qi / Red Flag 20 outfits (estimated hammer price: 40,000-50,000 euros)**, which stand as a momentous milestone in the history of Chinese camera manufacturing. They were commissioned by the Chinese government to demonstrate the capabilities of Chinese industry, and were never sold to the general public.

All lots can be viewed beforehand in the World of Leica on Thursday 6 June and Friday 7 June 2019 from 10 a.m. to 5 p.m.

From the middle of May, bids can be placed online at www.leitz-auction.com, in writing to the address below, on the phone, by Fax, in real-time on the website www.liveauctioneers.com (<https://www.liveauctioneers.com/leitz-photographica-auction>) and in person in the auction room at the World of Leica, Am Leitz-Park 6, 35578 Wetzlar, Germany.