



**PHOTOPIA  
HAMBURG**

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photopia-hamburg.com

## Press Release

### **Creative Content Conference @ PHOTOPIA Hamburg 2021**

**Four days live: Feature-packed programme for professional photographers and content creators**

**Hamburg, 8 June 2021 – It is a multifaceted, future-looking programme full of creative inspiration for businesses in the imaging industry: The four-day, live Creative Content Conference during PHOTOPIA Hamburg from 23 to 26 September will cater specifically to professional photographers and content creators. Its programme highlights current trends in professional photographic and video production while providing opportunities for networking. The Creative Content Conference is organised in cooperation with the PHOTOPIA partners ProfiFoto and BFF Akademie, each of which will be in charge of two days of conference programming.**

The BFF Akademie, an initiative of the German professional organisation of free photographers and film artists (Berufsverband Freie Fotografen und Filmgestalter e.V., or BFF), will take the lead on day one of PHOTOPIA, hosting its "Better.Faster.Forward" symposium on the future of visual communication. Professionals from the creative industry, photographers and gallery owners will discuss the challenges facing visual media.

On Friday and Saturday (24 and 25 September), the conference programme by ProfiFoto will offer a wide spectrum of information and inspiration focusing on applied professional photography. Under the motto of "From Practitioners To Practitioners", experienced photographers and multimedia content producers will report about their daily experiences and share valuable knowledge about key trends in the imaging world. The roster of presenters includes the multiple Red Bull Illume winner **Lorenz Holder**, the documentary photographer **Xiomara Bender**, the fashion photographer **J. Konrad Schmidt** and the automotive photography specialist **Simon Puschmann**.

Their best-practice accounts will be supplemented by lectures and panel discussions featuring well-known experts such as the photography consultant **Silke Guldner**, the specialist lawyer **Sebastian Deubelli** and the photography journalist **Daniel Albrecht**. Furthermore, the conference will provide opportunities to meet up with well-known brand ambassadors from Canon, Nikon, Leica Camera, Hasselblad, Phase One and Adobe Systems.

### **The next generation: A platform for newcomers**

The theme for day four of the Creative Content Conference is "BFF NEXT GENERATION PRO". Young talents from BFF will deliver keynote speeches on current trends, future-looking topics and their roles in professional photography.

The participation fee for all four days of the Creative Content Conference is 269 euros (all-in ticket). Single-day tickets are available at 119 euros. The admission fee for PHOTOPIA Hamburg is included in the conference ticket price.

**About ProfiFoto**

ProfiFoto is Germany's leading medium for professional photographers and anyone aspiring to join their ranks. It has been reporting on photography culture and technology for 50 years. As a cross-media brand, this premium magazine has been known to set standards and trends in terms of topics, content and the way photography professionals interact.

**About BFF Akademie**

The newly-established BFF Akademie provides insights and know-how on all topics related to professional imaging. It was established by BFF Berufsverband Freie Fotografen und Filmgestalter e.V., which has been promoting excellence in photography for more than 50 years. As pioneers of style, BFF photographers and film producers are key influencers in the world of photography and film-making by sharing their experience, knowledge and creativity. The BFF Akademie's mission is to make this rich pool of experience and creativity available to a wider professional audience – created by pros for pros.

**About PHOTOPIA Hamburg**

PHOTOPIA Hamburg will take place at the Hamburg exhibition complex and throughout the city from 23 to 26 September for the first time. It will then become a regular, annual event. The innovative live event hosted by Hamburg Messe und Congress is a triad composed of the PHOTOPIA Summit, the PHOTOPIA City and PHOTOPIA 365, a permanent online platform for sharing views, content and information. It will attract enterprises from the entire world of imaging, showcasing products and services related to photo and video recording, editing and processing, storage, displaying and sharing, including software and technology companies and many start-ups. It is open to all photography and filming professionals and enthusiasts. Apart from dealers, professionals, semi-professionals, hobby photographers and photography enthusiasts, the target audience expressly includes smartphone owners who like to use their devices for recording, editing and sharing photos and videos. Social Media [Instagram](#) [Facebook](#) [LinkedIn](#)

For further information please visit:

[www.photopia-hamburg.com](http://www.photopia-hamburg.com)

[www.profiFoto.de](http://www.profiFoto.de)

[www.bffakademie.de](http://www.bffakademie.de)

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