



**PHOTOPIA
HAMBURG**

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Press Release

**PHOTOPIA Hamburg: High-speed Training For The Digital Imaging Scene
Creative Content Conference with Picture Slam, action photography and new strategies for
business**

Hamburg, 19 August 2021 – Finally there will be opportunities to meet up with people in person again, and time to fill up on brain food! The Creative Content Conference, to be held in the inspiring surroundings of PHOTOPIA Hamburg on the city's exhibition campus from 23 to 26 September, will present a varied programme for professional photographers and content creators. Top experts and photographers from the industry and well-known representatives of the Digital Imaging sector have announced their participation.

The Creative Content Conference will begin on Thursday 23 September with lectures by members of the BFF (Berufsverband Freie Fotografen und Filmgestalter e.V./ Association Of Independent Photographers and Film Producers). Under the heading "Better.Faster.Forward.", guests will hear speeches on the topic of „UTOPIA – Spaces Of Opportunity For Visual Communication In The New Normal“, exploring a variety of aspects of photography. **Jan-Oliver Hess** will speak about the "State of the Art" of neuro marketing and its implications for future visual communication, particularly in the commercial realm. The self portraits of photographer **Frank Linders** demonstrate how photography conveys the illusion of temporality, exposing modern people to a constant conflict of visual perception. Other professionals from the creative industry will discuss current topics related to photography as a communication medium.

On Friday and Saturday, ProfiFoto will feature a total of 40 speakers on three separate stages in the exclusive conference area. Their keynote speeches, presentations, live photo shootings and panel discussions will highlight current trends in professional photographic and video production.

Friday highlights (24 September) will let visitors catch glimpses of the personal working methods of renowned star photographers and photo reporters, while featured experts will share practical tips. The fashion photographer **Kristian Schuller** and portrait photographer **Anatol Kotte** are known mainly for their large-format staged shots. At the Creative Content Conference they will explain the creative processes behind their work. Sports photographer **Alexander Hassenstein** and photo reporter **Kai Pfaffenbach**, who both work for international press agencies, will relate how they deal with the enormous time pressure when reporting from international sports and other newsworthy events. In her lecture "Photography Sell-Out", coach and consultant **Silke Guldner** will explain how photographers can sell photos profitably to their customers in the wake of the coronavirus pandemic.

On Saturday 25 September a number of respected photographers will be present to talk about their personal formulas for success. The list of artists featured on stage includes: Fashion photographer **J. Konrad Schmidt**, who will reveal what goes on behind the scenes of the fashion industry; and action photographer **Lorenz Holder**, who will show how he composes his complex shots on location. Advertising photographer **Simon Puschmann** will demonstrate in his presentation "Wastelands" how

random circumstances can lead to great photographic art. Wedding photographers **Carmen & Ingo** will present creative business tips which can help independent studios reach a new level of professionalism. **Brendan de Clerq** will show in his live photo shooting show how powerful imagery and artful light arrangements can be employed to produce reflections of multifaceted personalities. Lawyer **Sebastian Deubelli** will share some helpful hints for dealing with difficult clients, while Creative Director **Lutz Lungershausen** will disclose in his humorous speech how great photographic inspiration can spring up in the most banal situations.

Under the motto "BFF - Next Generation Pro", Sunday 26 September will be dedicated to keynote speeches on hot photography topics. How have the creation, distribution and use of photographic images, the challenges facing photographers today, and their profession changed over time? Professionals will deliver brief talks about many aspects of their work and how they handle social media content, CGI (Computer-Generated Imagery), AI (Artificial Intelligence) as well as film and audio media. The photographer **Laura Zalenga** has hundreds of thousands of followers whom she inspires through her conceptual self portraits. She will share some of her experiences as a successful social media (Instagram) user. Alexander Hagmann from the platform **dieMotive** will describe his journey from being an applied photography to becoming a publisher of photographic media. The CGI professionals **Ilan Hamra** and **Felix Brauner** will speak about generating photos using CGI and AI technology. **Axl Jansen** will focus on the importance of audio media such as podcasts and clubhouse talks. Sponsored by 711rent, the **Picture Slam** show will feature a competition of two poetry slammers interpreting photos in humorous ways.

Tickets for PHOTOPIA Hamburg are available at a price of 19 euros. Premium single-day tickets for the Creative Content Conference cost 119 euros, and the price of an All-in Ticket for all four days is 269 euros. Admission to PHOTOPIA Hamburg is included in the conference ticket price. All tickets may be purchased online at www.photopia-hamburg.com.

About PHOTOPIA Hamburg Future Prospects

The new urban festival celebrating the world of imaging takes place on the Hamburg exhibition campus and at various other sites across the city. The Reeperbahn Festival runs in parallel with PHOTOPIA Hamburg. At the "PHOTOPIA Summit", newcomers to the scene will join global players for a fresh look at the future of an industry catering to millions of photo enthusiasts around the world. What is more, PHOTOPIA Hamburg's online label PHOTOPIA 365 interconnects the active photographic community year-round.

For further information please visit:

www.photopia-hamburg.com/en/programme/creaconcon

www.profifoto.de

www.bffakademie.de

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