



**PHOTOPIA  
HAMBURG**

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photopia-hamburg.com

## Press Release

### THE POWER OF IMAGES

#### **Ellen von Unwerth, Kristian Schuller, Jimmy Nelson and Tine Acke – PHOTOPIA City launches with a bang**

Hamburg, 23 August 2021 – Tricky times for new exhibition formats? That's not the way organisers view it in Hamburg. They are looking forward to the launch of a new international exhibition format with unfettered optimism. PHOTOPIA Hamburg takes place for the very first time this year. It is an innovative festival which aims to stir up and inspire the whole world of Imaging, aspiring to become the industry's annual top highlight over the coming years. The late-summer timing in parallel with the Reeperbahn Festival is an indication of where this event is headed. The programme includes first-rate events and conference formats throughout the city centre, with the **PHOTOPIA Summit** taking place on the Hamburg exhibition campus and an array of satellite programs, all related to the trend topic of Imaging, staged at various sites under the umbrella banner of **PHOTOPIA City**. A virtual marketplace, a year-round online forum and a social media community dedicated to imaging trends and topics combine under the heading **PHOTOPIA 365**.

"The city, the trade fair hub of Hamburg, and the city's unique arts and culture scene provide a perfect environment for an imaging festival of international importance. Together with our partners we will do what it takes to develop PHOTOPIA Hamburg into an annual industry highlight for exhibitors and visitors from around the world over the coming years." **Bernd Aufderheide**, President and CEO, Hamburg Messe und Congress GmbH

In **Ellen von Unwerth** PHOTOPIA Hamburg has found a true celebrity patron, and the current large-scale out-of-home exhibition showcasing spectacular shots by notable photographers throughout Hamburg is another demonstration of the city's eagerness to celebrate photographic art. Supported by Ströer Media, the Artistic Director of PHOTOPIA Hamburg, **Christian Popkes**, has not only brought two attention-grabbing motifs by Ellen von Unwerth into the public limelight but also works by **Kristian Schuller**, **Tine Acke** and **Jimmy Nelson**. Popkes endeavours to make art a part of people's everyday life and incorporate it into the cityscape while moving the artists and initiators behind those images into focus as key members of the community. The artists who will share their expertise on the PHOTOPIA Stage and, as speakers, at the Creative Content Conference will also be personally present during PHOTOPIA Hamburg to answer people's questions and help build networks.

So from 23 to 26 September 2021, everything in Hamburg will revolve around images – moving and still images by both, well-known artists and interested visitors who will be given the opportunity and are invited to share their impressions under the hashtag of #shareyourvision.

**Tickets:**

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 an All-in Ticket for all four days costs 269 euros. The price of a ticket for the ImagingExecutives@PHOTOPIA conference is 199 euros. The admission fee for PHOTOPIA Hamburg is included in the conference ticket price. All tickets may be purchased online at [www.photopia-hamburg.com](http://www.photopia-hamburg.com). The same website provides continuous updates on the event programme as well as up-to-date information relating to the pandemic situation.

**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. 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 attracts enterprises from the entire world of imaging, showcasing their products and services. The event is open to all photography and filming professionals and enthusiasts. Apart from dealers, professionals, semi-professionals, hobby photographers and all those with a strong interest in photographic culture, the target audience expressly includes smartphone owners who like to use their devices for recording, editing and sharing photos and videos.

**Social media and hashtags:**

#shareyourvision [#photopiahamburg](https://www.instagram.com/photopiahamburg) [#photopia](https://www.instagram.com/photopia) [#creativecontentconference](https://www.instagram.com/creativecontentconference) [#theidealconnection](https://www.instagram.com/theidealconnection)

**Photocredit:**

Kristian Schuller / ANTON'S BERLIN  
Tine Acke

For all photos please visit the [Download](#) and category "PHOTOPIA City"

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