



**PHOTOPIA
HAMBURG**

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Press Release

PHOTOPIA Hamburg Launches Exhibition Marathon

From 13 April: "We lend perspective to Hamburg" by FREELENS e. V.

Hamburg, 13 April 2021 – With the right settings and the right perspective, photography can produce impressive images. But the word "perspective" also denotes a scenario of hope, a vantage point towards a time after the lockdown. Interlinking these two meanings of the word is the subject of the photographic art project "Wir geben Hamburg Perspektive" ('We lend perspective to Hamburg'). This exceptional show will be the launch pad for a six-month photo and art exhibition marathon in the public space initiated by PHOTOPIA Hamburg, which will celebrate its debut from 23 to 26 September under the banner of "Share Your Vision" on the Hamburg Messe exhibition campus and at various locations throughout the city.

Bernd Aufderheide, President and CEO, Hamburg Messe und Congress GmbH, said: "Presenting the exhibition "We lend perspective to Hamburg" on occasion of PHOTOPIA Hamburg at our public gallery is truly a matter close to my heart. Similar to many of the places shown on those images, the Hamburg Messe und Congress exhibition complex is first and foremost a place where people meet. It is time for these places to reawaken and return to life – I like them much better that way."

In a four-week pattern, photographers will transform the glass front of the exhibition halls into the city's longest art gallery. A total of six different exhibitions will be available to viewers walking past the halls along Karolinenstrasse – free of charge, by day and by night. "The entire bandwidth and variety of individual photographic expression will be on display at our PHOTOPIA gallery. I am especially looking forward to not only showcasing solo projects but also group shows by photo artists from the two big German photographic associations FREELENS e. V. and BFF over the coming months," said **Christian Popkes, Curator of PHOTOPIA Hamburg.**

The idea for the photographic art project "We lend perspective to Hamburg" was developed during the coronavirus pandemic. The images will be shown from 13 April until 10 May: 18 Hamburg-based photographers from the professional organization FREELENS e.V. have staged themselves at their favourite art and culture sites in Hamburg to refresh people's awareness of these spaces. The photos will highlight 51 cultural sites and places of longing which cannot be visited right now, including popular places such as the international production house Kampnagel, the culture pub Erika's Eck or the Museum of Art and Craft. The exhibition was first designed to be displayed on 75 cultural advertising columns throughout the city of Hamburg, which thereby became cultural sites themselves. This project has received support and co-funding from Hamburg's Culture and Media Authority.

Sibylle Zettler, initiator of the event: "We find it exciting that the most beloved cultural sites can now be viewed at one central location for the first time, in an exhibition which leads up to PHOTOPIA Hamburg. We want our images to help the people of this city take heart and look forward to the time after the pandemic."



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Using QR codes on the images, visitors can invoke the exhibition website that provides all key information about the motifs on the photographs as well as the artists' intentions. For further information please visit: www.hamburg.freelens.com

Participating photographic artists:

Valeska Achenbach, Frieder Blickle, Sonja Brüggemann, Michael Bogumil, Maik Carstensen, Melanie Dreyse, Kirsten Haarmann, Frederika Hoffmann, Nicole Keller, Urs Kluyver, Oliver Görnandt-Schade, Christina Körte, Johannes Mairhofer, Heiner Müller-Elsner, Tobias Oechler, Henriette Pogoda, Pat Scheidemann and Sibylle Zettler.

Time and place:

April 13 to May 10; exhibition hall glass façade (Karolinenstraße)
Arriving by public transport: "Messehallen" underground station

Next exhibitions:

Bob Leinders – "COVERED – the story of a blanket"
BFF – Aufschlag 2021 – "FUTURE PERFECT"
All dates will be published on www.photopia-hamburg.com

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 printable image files go [here](#).

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