



**PHOTOPIA
HAMBURG**

23. - 26.09.21
photopia-hamburg.com

Press Release

PHOTOPIA Hamburg Exhibition Marathon #3:

12th show by BFF Hamburg, titled “Future Perfect”, to be presented in a coronavirus-safe setting

Hamburg, 21 May 2021 — From 10 June until 10 July, 62 BFF photographers and filmmakers will present their perspectives of the future at the Hamburg Messe und Congress ‘Gallery’. The photos and films will be displayed behind the exhibition hall windows facing Karolinenstrasse, enabling visitors to enjoy them at any time without being exposed to a coronavirus infection risk.

The exhibits will focus on one existential question looking ahead: What will the future bring? Or is the future more like a past? How will we live? How do we want to live? From very realistic images to phantasy worlds, from the Here and Now to another time... Are the professionals from the BFF, the Association of Free Photographers and Filmmakers, looking at the future with too much optimism – or too much pessimism? Are we off to a science fiction world? Or steadfastly taking one step at a time?

“We purposely chose a rather general topic for the exhibition so every single artist would find a channel for their creative inspiration. This is why we allowed the participants plenty of leeway with regard to the form of presentation: They were free to submit films, cinematographs, GIFs or photos,” explains Bob Leinders, BFF Regional Advisor for Hamburg and the initiator of the 12th BFF show.

This exhibition also marks the first step on the BFF’s journey to expand the scope of its cooperation with Hamburg Messe and PHOTOPIA Hamburg, which will take place in September (23 to 26).

Because of the coronavirus pandemic no vernissage will take place in connection with the exhibition. For more information please visit www.bff.de and www.photopia-hamburg.com

PRESS KIT: <https://cloud.bff.de/s/GQdYLF62AWGbXip>

Press contact

BFF Berufsverband Freie Fotografen und Filmgestalter e.V.
Jürgen Meister
Senefelderstraße 19, D-73760 Ostfildern, Germany
ph. +49 711 473422, E-mail: info@bff.de,

Christian Freitag
PR Manager – PHOTOPIA Hamburg
ph.: +49 (0)40 3569-2685, E-mail: christian.freitag@hamburg-messe.de



Hamburg Messe und Congress GmbH
P.O. Box 30 24 80 · 20308 Hamburg
Messeplatz 1 · 20357 Hamburg
Germany

Phone +49 40 3569 2441/2443
Fax +49 40 3569 2449
presse@hamburg-messe.de
photopia-hamburg.com

MD: Bernd Aufderheide (President + CEO), Uwe Fischer
Chairman of Supervisory Board: State Secretary Andreas Rieckhof
Commercial register: local court Hamburg HRB 12054
Registered office: Hamburg

Legal Form: Limited Liability Company
VAT-Reg.-No.: DE811214125

