



**PHOTOPIA
HAMBURG**

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Press Release

Beyond the Photoverse

ADC and PHOTOPIA Hamburg organize congress on disruptive new technologies

Photography at the crossroads of NFT, AI, Web3, Metaverse and Crypto: Under the motto "Beyond the Photoverse", on September 21, 2023, the Art Directors Club für Deutschland (ADC) e.V. and PHOTOPIA Hamburg, will bring national and international experts from the most important disruptive new technologies onto one stage on B2B Day to completely rethink photography. The Festival of Imaging opens this year from September 21 to 24 at the Hamburg Exhibition Center.

Hamburg, May 16, 2023 - At PHOTOPIA B2B Day, professional and commercial photographers, videographers, content creators and other experts from creative communication disciplines will spend a day learning all about new tools and platforms. Top-class speakers will provide inspiring impulses with cases, answers to legal questions in connection with the use of AI as well as best practices of successful creations by award-winning top creatives. "Beyond the Photoverse" - a deep dive into the future of photography that is.

After the successful ADC Digital Experience 2022 with the motto "Metaverse" and the upcoming ADC Festival with the motto "Change the world with Creativity or should we leave it to AI?", Germany's leading authority for creative communication is giving the new disruptive technologies and their potential a forum for the third time. This time together with PHOTOPIA and a clear focus on digital imaging.

"Metaverse, Web3, NFT, AI... Which innovations are just hype and which have the potential to revolutionize our everyday lives and the economy? ADC, as a representative of the German creative industries, sees itself as responsible for finding answers so that excellent creative communication at the cutting edge can continue to be possible," says **Burkhard Müller**, ADC Presidium member and curator of the congress.

"PHOTOPIA combines innovative formats, exciting technologies and forward-looking developments around the trendy topic of imaging. We are very pleased to present a new congress for disruptive technologies at PHOTOPIA with the Art Directors Club. Beyond the Photoverse reflects the ongoing changes in the industry and offers participants valuable impulses at our B2B Day. With its content, the congress also ideally complements the existing conferences ImagingExecutives and Creative Content Conference," says **Bernd Aufderheide**, President and CEO Hamburg Messe und Congress.



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The first confirmed speakers of the approximately fifteen-strong line-up of international experts are L.A.-based star photographer **Rainer Hosch**, law firm founder and NFT lawyer **Dr. Oliver Scherenberg**, front-end developer **Daniel Zeitler**, photo artist **André Wagner**, photo and video artist **Dennis Schmelz**, and **Anna Pramila Meissner**, Director Storytelling, Demodern.

Rainer Hosch is a pioneer in the field of celebrity portraiture, photographing world stars such as Iggy Pop, George Clooney, Jennifer Lopez, Jessica Alba, Lenny Kravitz, Taylor Swift and Whoopi Goldberg over three decades of his career. He runs a fine art photography practice doing street reportage, beach landscapes and ring flash portraits. His work for clients has appeared in international publications and campaigns, including The New York Times, Vogue, Red Bull, Nike, Sony and Nespresso. As part of Beyond the Photoverse, Hosch shares why he believes no one will be without NFTs in 2023.

Dr. Oliver Scherenberg is an attorney and the founder of the boutique law firm Scherenberg Legal & Licensing. The firm specializes in providing legal support for the monetization of intangible assets such as patents, trademarks, copyrights, naming rights and image rights. Scherenberg is also the founder of web3lex, an online knowledge database that provides international legal education to the web3 community. He is one of the most visible international figures in web3 law.

As a Web3 and front-end developer, **Daniel Zeitler's** goal is to make Web3/WebGL programming more approachable and accessible. In collaboration with PROCON-IT, Zeitler created the first NFT collection for PHOTOPIA in Hamburg in 2022. The audience was given a digital photograph as a souvenir, which was intended to open the door to the NFT world.

Dennis Schmelz is a content creator, photo and video artist. His travel-inspired photographs show impressive places with a unique dramaturgy. Dennis is particularly fond of nature and the animal world of Antarctica, among other places. Together with Alexander Sachs and Mike Hager, Dennis Schmelz brought the calendar "Auf Reisen 2023" to the Blockchain. From a free Mint, where over 20,000 calendar motifs were mined, a huge community project has emerged with lots of utilities, including physical calendars, free claims, reduced Mint prices for follow-up projects, masterclasses, IRL events, a photo contest for his collectors and now even his own collection for his top 13 holders. He tells us on site how he keeps his community happy and what constitutes successful community building for him.

André Wagner is an internationally recognized photographic artist whose work is characterized by creative lighting and color design as well as a spiritual visual language. He has made a name for himself as a curator and initiator of groundbreaking art projects and is particularly interested in integrating digital technologies and new art forms into his work and society. Wagner was the initiator of PHOTOPIA's first NFT project. His works can be found in major collections around the world, including the Rothschild Bank in Zurich. He has also distinguished himself through philanthropic activities, most notably the "Artists for Charity" art project, which often puts artists on the blockchain

for the first time as a digital collector's image, with 100 percent of donations donated to needy children's projects in India. Wagner believes that art can be a powerful force for inspiring the world, and is passionate about connecting the art world with charity.

Anna Pramila Meissner is Director Interactive Storytelling, Copywriter, Creative Strategist, Ideas Evangelist, and has been a kiosk owner in between. After working for Jung von Matt and Überground, she has been combining emotions with emerging technologies to create experiences at Demodern for the past two years. Her mission: She helps brands, people and organizations to tell their story with the help of technology.

Additional speakers will be announced soon.

Tickets are available for 199 euros in the [online store](#) at www.photopia-hamburg.com.

About the Art Directors Club für Deutschland (ADC) e.V.

The Art Directors Club für Deutschland (ADC) e. V. brings together more than 800 leading minds in creative communication. Club members include renowned designers, journalists, architects, scenographers, photographers, illustrators, directors, composers, producers, digital media specialists and advertisers. ADC sees itself as a benchmark of creative excellence and honors outstanding communication. To this end, it organizes competitions, congresses, seminars, lectures, events, B2B events and issues various publications.

About PHOTOPIA Hamburg

PHOTOPIA Hamburg offers the imaging industry and community a new home. From September 21 to 24, 2023, companies will present their products, solutions and services around the trendy topic of imaging. Visitors are anyone whose business, hobby or passion is photography or filming. In addition to trade visitors, content creators, professionals, semi-pros, hobby photographers, and people interested in photography and culture, this explicitly includes smartphone users who use their cell phones to take, edit, and share photos and videos. The festival will be accompanied by conferences, product training, award ceremonies, workshops, photowalks, side events and festival parties.

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