



**PHOTOPIA
HAMBURG**

13. – 16.10.22
photopia-hamburg.com

Press Release

From wedding to documentary to commercial photography: diverse program at the Creative Content Conference @ PHOTOPIA

From October 13 to 16, PHOTOPIA Hamburg will open its doors for the second time, giving numerous exhibiting companies, creative professionals, content creators and people with a passion for photography and videography a platform for exchange and inspiration. As part of this live event, the Creative Content Conference @ PHOTOPIA 2022 (October 14-16) will offer a high-caliber and exciting program for everyone professionally involved in content creation, photography and video. The conference is organized in cooperation with leading partners from the photography scene and supported by Canon, Adobe, Fujifilm, Leica, Nikon, Sony, Tamron and WhiteWall, among others.

Hamburg, June 13, 2022 - Under the maxim "From practice, for practice", there will be three days of concentrated imaging knowledge at the Creative Content Conference @ PHOTOPIA on the grounds of the Hamburg Messe und Congress - including exciting lectures by renowned photographers, valuable business insights and live panels on current topics that move the scene of professional photo and video makers.

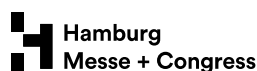
New: Themes deliver insights

This year, each day of the conference will have a thematic focus: "Wedding & Portrait" on Friday, "Editorial & Documentary" on Saturday and "Commercial & Lifestyle" on Sunday.

The program on Friday is aimed primarily at **wedding and portrait photographers**. Under the patronage of the bund professioneller portraiturefotografen (bpp), the professional initiative for professional portrait & people photography, participants will receive inspiration for their own photography business in addition to best practice stories from successful professionals such as **Julia & Gil** and **Kerstin and Paul Rockstein**. The bpp industry talk will show where portrait and wedding photography is heading and which image trends will inspire customers in the future.

On Saturday, experienced photojournalists and documentary photographers, including **Ksenia Kuleshova, Philipp Reinhard, David Klammer and Marvin Ronsdorf**, will provide exciting insights into their work. Software specialist **Adobe** will show how image manipulation and deep fakes can be unmasked with the help of artificial intelligence.

Also on the agenda on Saturday is the topic of "NFT - Hype or Hope?", which highlights new business models for photographers who are particularly active as artists. In the second half of the day, a panel discussion moderated by the **Female Photo Club** will focus on parenthood and self-employment in professional photography.



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

Finally, **Sunday** will be devoted to **commercial and lifestyle advertising photography**. In addition to internationally successful fashion and advertising photographers such as **Richard Walch and Bob Sala** there will be various panel talks on current topics and trends in commercial commissioned photography. The program is under the patronage of the Berufsverband Freie Fotografen und Filmgestalter e. V. (BFF e. V. / professional association of freelance photographers and film designers) and is actively co-designed by the BFF Academy.

A total of more than 40 panels are on the program: other top experts include photographer consultant **Silke Güldner** and specialist lawyer **Sebastian Deubelli**. The program is available at www.creative-content-conference.de and at www.photopia-hamburg.com.

Early Bird Tickets until the beginning of July

Those who want to secure a ticket now can benefit from the Early Bird rate for the 3 Day Creative Conference Ticket at a price of 149 € until the beginning of July. After that, the regular participation fee for the Creative Content Conference @ PHOTOPIA 2022 is 199 € for all three conference days, day tickets are already available for 89 €. The admission to PHOTOPIA at the price of 25 € for a day ticket is included in the conference rate on all booked days.

PHOTOPIA Hamburg "1 Festival - 4 days live - 365 days online"

From October 13-16, PHOTOPIA Hamburg will provide a new home for the digital imaging industry. The unique event format is a triad of PHOTOPIA Summit, where new products and services are brought to life in an inspiring environment, PHOTOPIA City with exhibitions and photo walks, and PHOTOPIA 365, an exclusive community area. Companies with products and services related to the trendy topic of imaging are expected to attend. Visitors are all those whose passion and business is photography and filming. In addition to dealers, influencers, professionals, semi-pros, hobby photographers and photo culture enthusiasts, these are also quite explicitly smartphone users who use their cell phones for taking, editing and sharing photos and videos.

Press contact:

Christian Freitag / PR Manager PHOTOPIA Hamburg

E-Mail: christian.freitag@hamburg-messe.de

Phone: +49 (0)40 3569-2685