

HASSELBLAD

Press information - For immediate release

Gothenburg, Sweden 1 March 2022

2022 HASSELBLAD HEROINES REVEALED

In celebration of Women's History Month and the upcoming International Women's Day on March 8th, Hasselblad once again highlights a select group of diverse female photographers in its fourth year of Hasselblad Heroines. Since the series launch in 2019, females from across the globe have been recognized for their creativity and dedication to the craft.

This year's talent consists of eight remarkable women with a wide range of genres, including travel, architecture, nature, product, food & beverage, wedding, conceptual fine art, and portrait photography. These dedicated visual artists have created imagery across multiple continents, that have been featured in galleries, billboards, print, and online platforms. Starting March 2nd and continuing into April, each Hasselblad Heroine will be highlighted in a weekly spotlight on Hasselblad's channels, covering topics including their experiences, challenges, tips, and what inspires them to reach their achievements.

Here are the 2022 Hasselblad Heroines:

- **Lola Akinmade Åkerström** (Stockholm, Sweden) - an award-winning storyteller, travel photographer, and international bestselling author who has travelled to more than 70 countries documenting cultural and environmental portraiture;
- **Stephanie Blomkamp** (Cape Town, South Africa) - who specialises in surreal portrait and conceptual photography and is the founder and editor of a new publication, Oath, which celebrates African photography;
- **Gigi Chung** (San Francisco, USA) - a fine art photographer and winner of multiple international photography competitions, who focuses on abstraction in the built environment and choreographed juxtapositions of urban spaces;
- **Lisa Devlin** (Brighton, UK) - a wedding and magazine photographer, whose easygoing style gracefully captures the passion and emotion of couples on their special day;
- **Aline Smithson** (Los Angeles, USA) - an educator, founder & editor of the daily photography journal Lenscratch, and photographic artist who shoots solely on film, whose conceptual fine art and portraiture photography has been displayed in galleries around the world;
- **Annie Spratt** (New Forest National Park, UK) - a nature photographer, who manages the community and curates images at Unsplash, all while raising a family of eight children;
- **Karen Thomas** (London, UK) - the first featured food & beverage Hasselblad Heroine, whose salivating photos conveying the deliciousness of food and drinks have been showcased on billboards, packaging, editorial, and brand name advertising campaigns;
- **Lydia Winters** (Stockholm, Sweden) - a product photographer, influencer and the chief storyteller for Mojang Studios (the creators of Minecraft), who shoots luxury watches, creating an elegant view of each treasured timepiece.

PRESS CONTACT

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"Hasselblad Heroines has been instrumental in highlighting the outstanding work of female photographers," said Isabella Tabacchi, 2021 Hasselblad Heroine. "We have great women on our artistic world stage and every woman, with their unique photographic style, is an essential contributor in the photography industry. For me, it has been such an honour to be included and show my aesthetic sense through my landscapes."

Visit <https://www.hasselblad.com/inspiration/heroines/> to find the latest and previous Hasselblad Heroines' stories, images, and video interviews.

ABOUT HASSELBLAD

Headquartered in Sweden, renowned around the globe. Since 1941, Hasselblad cameras have inspired photographers to create classic masterpieces and capture many iconic images, including documenting the historical moment of the first humans on the Moon. For 80 years, Hasselblad has expanded the boundary of photographic storytelling with its excellent image quality, exquisite Scandinavian design, and meticulous craftsmanship, equipping customers with the ability and inspiration to create excellent images.

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Visit the Hasselblad Press Room at www.hasselblad.com/press to find this press release and more image material.

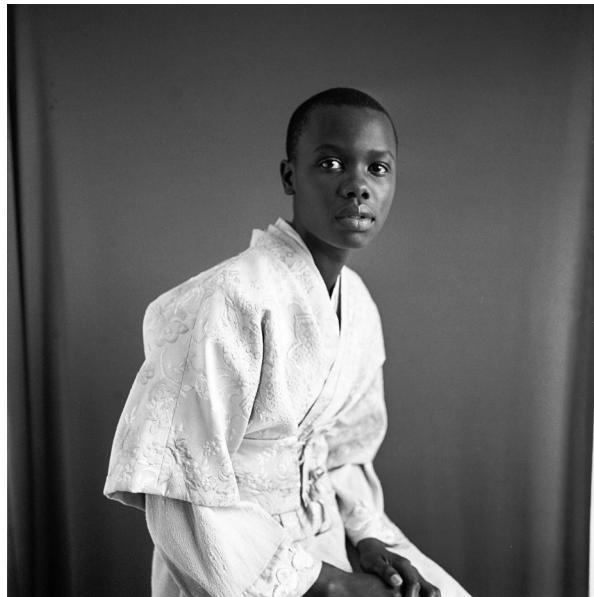
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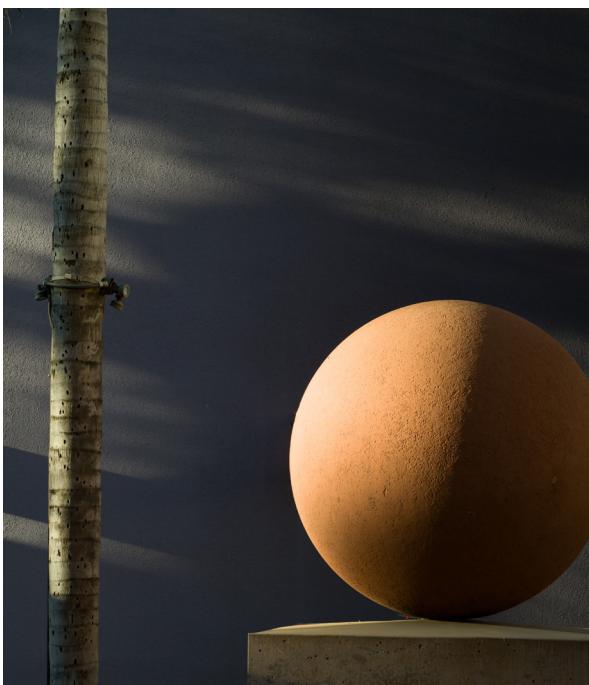
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