

H A S S E L B L A D

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SPOTLIGHT ON HASSELBLAD HEROINES A CELEBRATION OF FEMALE PHOTOGRAPHERS

Hasselblad Heroines shines a light on female photographers as they make their mark in what has been typically referred to as a male-dominated industry. Initiated on March 8th, on International Women's Day, Hasselblad Heroines was created to focus on celebrating and highlighting the achievements of female photographers worldwide. Through weekly spotlights, each Heroine shares their experiences, tips, and inspiration with their Hasselblad to fellow photographers. Hasselblad will conclude the first installment of the 2019 series today with a total of nine featured female photographers.

Included in the series are Pei Ketron, a travel and commercial photographer based in San Francisco, California, Shelby Knick of Los Angeles, California, who focuses on adventure and automotive photography, 2018 Hasselblad Master Tina Signesdottir Hult from Norway, who specializes in fine art, portraits and conceptual themes, Cooper & Gorfer, comprised of artists Sarah Cooper and Nina Gorfer based in Gothenburg, Sweden, with their work focusing on the female aspects of cultural identity, Anna Devís, a trained architect living in Valencia, Spain who concentrates on creative, conceptual photography, 2018 Hasselblad Master Kamilla Hanapova, a photographer based in St. Petersburg, Russia who has a passion for portrait, beauty and architecture photography, Seattle, Washington-based wedding photographer Kristen Marie Parker and Hasselblad 2018 Master Slovakian photographer Maria Svarbova, who focuses on space, color and atmosphere.

"We created the Heroines features to add depth to the variety of experiences and perspectives we share in our channels. We hope these stories offer both inspiration and insight to other photographers looking to master their work," said Sarah Martzloff, Hasselblad Social Media Manager.

Find all of the Hasselblad Heroines' stories, images, and video interviews [here](#).

PRESS CONTACT

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ABOUT HASSELBLAD

Founded in 1941, Hasselblad is the leading manufacturer of medium format cameras and lenses. Made in Sweden, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and Swedish craftsmanship. For over half a century, Hasselblad cameras have captured some of the world's most iconic images – including the first landing on the moon – and helped shape the way we look at the world through genuine photographic artistry. Trusted by NASA and used by the greatest photographers in the world, Hasselblad continues to create products with uncompromising image quality that inspire.

The Hasselblad H Camera System, with its professional lens family and unique advancements, is widely acknowledged as the most comprehensive digital camera system of its kind available today. Hasselblad was the first to launch the fully integrated medium format camera system incorporating the latest in CMOS sensor technology. In 2016 Hasselblad launched the H6D, a technological feat with an all new electronic platform, delivering superior craftsmanship and image quality. Later the same year, Hasselblad introduced the world's first compact mirrorless digital medium format camera – the X1D. Hasselblad's X1D sensor benchmarked the highest score in the history of DxO Mark's independent testing.

Headquartered in Gothenburg, Sweden, Hasselblad is a global brand with offices in New York, London, Tokyo, Paris, Copenhagen, Hamburg and Shenzhen with distributors throughout the world.

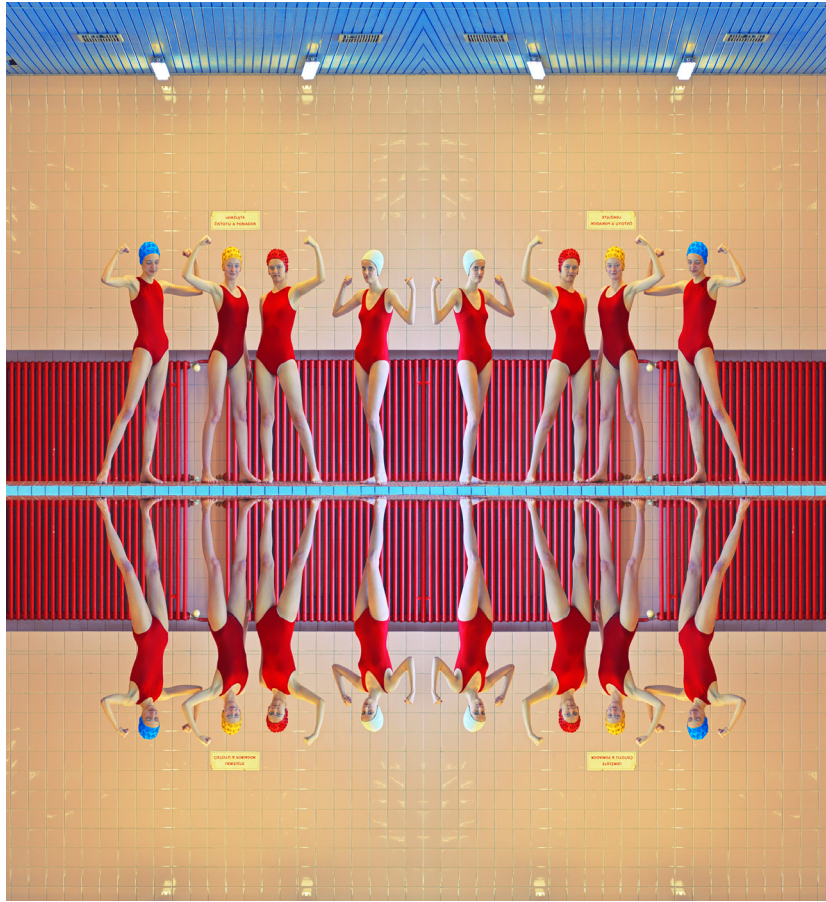
For more information, visit Hasselblad online: www.hasselblad.com.

This press release and more image material can be found online at the Hasselblad Press Room at www.hasselblad.com/press.

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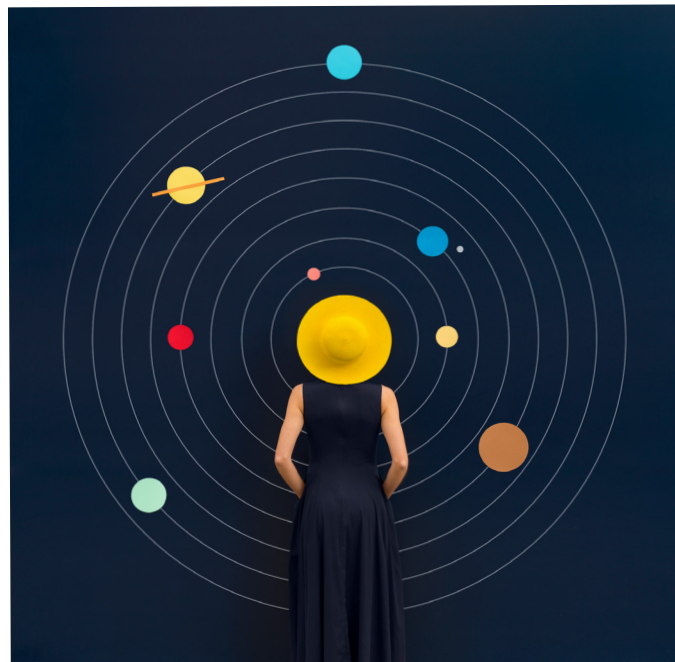
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