

# HASSELBLAD

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## HASSELBLAD ANNOUNCES WINNERS OF MASTERS AWARDS 2018

Hasselblad Masters is widely acclaimed as one of the world's most prestigious professional photography competitions. The winners are chosen through a combination of a public vote and a professional Masters Jury - comprised internationally renowned photographers and imaging experts.

Every Hasselblad Masters award winner will hold the title of 'Hasselblad Master' and be a brand ambassador for two years. In addition, they will receive a brand new Hasselblad medium format camera and be invited to shoot for a collaborative project with Hasselblad. This project will be printed and released in the bi-annual Hasselblad Masters book.

Winners will receive their awards, medium format cameras, and trophies at a special Photokina 2018 ceremony in Cologne, Germany this September.

Bronius Rudnickas, Hasselblad Marketing Manager: *"Over 30 000 images were submitted to this year's competition and that was a record, we are glad to see the competition is growing every year."*

Masters Jury member and professional photographer Tom Oldham said: *"It really struck me how progressive many of the entries were this year and how far the entrants were willing to push the brief. These were the photographers who caught my eye - the ballsy, out-there risk-takers who make compelling pictures that refuse to be ignored. I'm proud to have helped to get this great kit into their hands - their images deserve it."*

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#### PRESS CONTACTS

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# *H A S S E L B L A D*

The Hasselblad Masters Awards 2018 winners are:

Aerial - Jorge de la Torriente - Miami, USA  
Architecture - Kamilla Hanapova - St. Petersburg, Russia  
Art - Maria Svarbova - Bratislava, Slovakia  
Beauty & Fashion - Michal Baran - Trim, Ireland  
Landscape - Benjamin Everett - Lopez Island, USA  
Portrait - Tina Signesdottir Hult - Torvastad, Norway  
Product - Marcin Gizycki - Warszawa, Poland  
Project//21 - Nabil Rosman - Kota Bharu, Malaysia  
Street / Urban - Ben Thomas - Kyneton, Australia  
Wedding - Victor Hamke - Leipzig, Germany  
Wildlife - Karim Iliya - Haiku, USA

The Hasselblad Masters Awards 2018 jury are:

Tom Oldham - Photographer  
Ali Rajabi - Past Master  
Martin Hausler - Photographer  
Katrina Belkina - Past Master  
Swee Oh - Past Master  
Lars van de Goor - Past Master  
Tim Flach - Photographer  
Kevin Then - Photographer  
Bara Prasilova - Past Master  
Damien Demolder - Journalist  
Blair Bunting - Photographer  
Hans van Ommeren - Past Master  
Mads Nissen - Photographer  
Kevin Raber - Journalist

For more information and images:

<http://www.hasselblad.com/press>

<http://www.hasselblad.com/masters>

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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 recently 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.

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About 'Rent a Hasselblad': [www.hasselblad.com/rental](http://www.hasselblad.com/rental)

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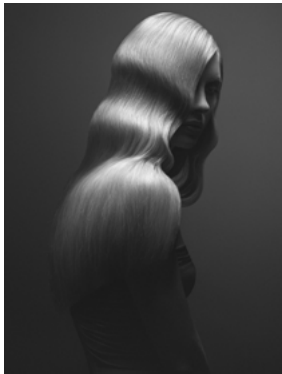
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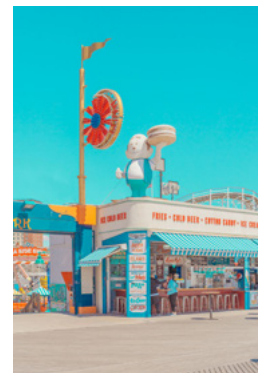
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