

# HASSELBLAD

Press information – For immediate release  
Gothenburg, Sweden 5 August 2020

## HASSELBLAD PROUDLY ANNOUNCES THE LATEST ADDITION OF ANNA DEVÍS AND DANIEL RUEDA AS HASSELBLAD AMBASSADORS

Recognised for their humorous imagery, hand-made props, perfectly executed poses and interaction with architecture, Anna Devís and Daniel Rueda are the latest photographers to join the prestigious rank of Hasselblad Ambassador. Both Anna and Daniel are trained architects who have combined their love for geometry, perspective, and storytelling to become the ultimate creative couple. Based in Valencia, Spain, they have travelled all over the world to seek out the quirkiest buildings, using these facades as their canvases.

The concept of teamwork is rooted in their DNA. With Daniel's experience as an architectural photographer and Anna's creative background from being a painter and an illustrator before becoming an architect, their combined efforts create fun and surprising images far beyond conventional architecture photography.

Their creative process is very handcrafted. Whether it is a personal project or a commissioned work for a brand, everything starts with a sketch. Anna and Daniel sit together and brainstorm whatever it is they're working on and, while doing that, Anna translates those first concepts into little drawings. These sketches help them figure out how to turn their ideas into reality, acting as the blueprint for their final image. In this part of the process they find out exactly what needs to be produced for their shot, like a human-sized Tetris piece or a rainbow-coloured paint roller, for example. All of their props are handmade and besides some basic image processing in Hasselblad Phocus, they create these surreal scenes without the use of photo-editing software. Instead, Anna and Daniel carefully set the stage in real life using all sorts of everyday objects, colourful outfits, unexpected locations, and tons of natural light.

"We found Hasselblad's X System at a point in our careers when our previous camera couldn't keep up with our demands anymore. Getting into fine art photography, we felt like we had outgrown full frame cameras, but at the same time medium format photography seemed to be a dauntingly large jump for us! We believed larger format cameras were heavier and more difficult to set up. Luckily for us, the X1D-50c proved us wrong. So much so that we can no longer picture ourselves working with a different system!" says Daniel.

Recently included in the Forbes Europe 30 Under 30 list for the "inventive use of everyday objects and the bright natural light of Spain" in their photography, the duo's unique and unmistakable style has also led them to work with brands such as Netflix, Disney, Facebook and Pantone, among others. In addition, their work has illustrated festival posters, book covers and has been published in numerous publications such as Surface, Marie Claire, Glamour, and El País newspaper.

Visit [www.hasselblad.com/ambassadors/anna-and-daniel/](http://www.hasselblad.com/ambassadors/anna-and-daniel/) to learn more about Hasselblad Ambassadors Anna Devís and Daniel Rueda and see images from some of their projects, as well as [www.hasselblad.com/heroines/anna-devis-heroine/](http://www.hasselblad.com/heroines/anna-devis-heroine/), where Anna was featured as a 2019 Hasselblad Heroine.

---

#### PRESS CONTACT

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)  
Nathalie Gerke | PR Coordinator, EMEA | [nathalie.gerke@hasselblad.com](mailto:nathalie.gerke@hasselblad.com)

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

## ABOUT HASSELBLAD

Founded in 1941, Hasselblad is one of the leading manufacturers of digital medium format cameras and lenses. True to its Scandinavian heritage, Hasselblad cameras are renowned for their iconic ergonomic design, uncompromising image quality and extremely high performance. 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 some of the greatest photographers in the world, Hasselblad continues to develop products that enable all types of creatives to capture their artistic vision.

Hasselblad's H and X Camera Systems and their superb range of medium format lenses fuse innovative technology with precision mechanics, delivering exceptional imaging experiences for every sort of photographer. The highly professional H System, with its latest line up of the H6D-50c, H6D-100c and H6D-400c Multi-Shot, offers the ultimate image quality and resolution with 50, 100 and 400-megapixel solutions. The more portable X System easily enables bringing medium format photography outside of the studio with options that include the world's first compact mirrorless digital medium format camera – the X1D-50c – followed by the second generation X1D II 50C. Combining the CFV II 50C digital back and 907X camera body, Hasselblad's photographic history is connected, bringing the X, H, and V Systems together in a portable, sleek package.

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

For more information, visit Hasselblad online: [www.hasselblad.com](http://www.hasselblad.com)

---

### PRESS CONTACT

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

Nathalie Gerke | PR Coordinator, EMEA | [nathalie.gerke@hasselblad.com](mailto:nathalie.gerke@hasselblad.com)

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

Visit the Hasselblad Press Room at [www.hasselblad.com/press](http://www.hasselblad.com/press) to find this press release and more image material.



---

## PRESS CONTACT

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

Nathalie Gerke | PR Coordinator, EMEA | [nathalie.gerke@hasselblad.com](mailto:nathalie.gerke@hasselblad.com)

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



---

## PRESS CONTACT

Diane DiVincenzo | PR Director, North America | [diane.divincenzo@hasselblad.com](mailto:diane.divincenzo@hasselblad.com)

Nathalie Gerke | PR Coordinator, EMEA | [nathalie.gerke@hasselblad.com](mailto:nathalie.gerke@hasselblad.com)