

# HASSELBLAD

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## AWARD-WINNING DANISH PHOTOGRAPHER AND PROJECT PRESSURE FOUNDER **KLAUS THYMANN JOINS PRESTIGIOUS LINEUP OF HASSELBLAD AMBASSADORS**

Award-winning Danish photographer and conservationist Klaus Thymann is the newest addition to an esteemed group of artists, Hasselblad Ambassadors. Klaus combines a multitude of skills, including journalism, image making, mapping and exploration to document contemporary issues and take action in the ongoing climate emergency. His expansive work takes him to all corners of the globe, including: exploring glaciers and their disappearance in Uganda and Congo using new trekking routes; documenting the relocation of the arctic town Kiruna in northern Sweden; conducting the only scuba dive of the world's clearest lake in New Zealand; and currently exploring underwater rivers on the Yucatan Peninsula in Mexico. He is continuously launching expeditions and has led teams on mountain treks on six continents summiting peaks above 6300m. The magnitude of Klaus' work has allowed him to collaborate with organizations such as NASA and Oxford University and be featured by BBC, CNN, National Geographic, Rolling Stone and The New York Times.

Recognizing a quickly shifting current of climate change, Klaus founded Project Pressure in 2008, an activist charity that uses art to visualise environmental issues, inspiring awareness and elevated action globally. Commissioning distinguished artists to travel the world, these creatives are tasked with the mission to create eye-opening pieces focused on climate issues that fuel not only discussion, but social and political change in the name of nature. Project Pressure has forged partnerships with the World Glacier Monitoring Service and NASA, among others, resulting in the pioneering of innovative technological developments. As a proud partner of Project Pressure, Hasselblad's collaboration with Klaus goes back multiple years as does his use of Hasselblad cameras in his work.

As a long-time Hasselblad user, Klaus has embarked on numerous expeditions using all types of Hasselblad cameras, from the classic 500-series analogue cameras to the Hasselblad H System and X1D II 50C. Klaus said, "I've always shot on Hasselblad since very early on in my career. It is quality and very reliable – both crucial when working in remote locations. It's not a hobby – it's a job, so it makes sense to have the best really."

Visit [www.hasselblad.com/ambassadors/klaus-thymann/](https://www.hasselblad.com/ambassadors/klaus-thymann/) to learn more about Hasselblad Ambassador Klaus Thymann and see images from some of his projects.

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## ABOUT HASSELBLAD AMBASSADORS

Hasselblad has always prided itself on working with photographers from around the globe who represent innovation and excellence in their field. Hasselblad Ambassadors are a coveted recognition in the photography industry made up of a select group of professional photographers who have a long-standing relationship with the Hasselblad brand and our products. Spanning various countries and specialties, together, Hasselblad Ambassadors encompass a rich spectrum of styles, techniques, and stories that illustrate the broad capabilities of the Hasselblad system. A few members of this prestigious group include British advertorial/fashion and product photographer Karl Taylor, surrealist Swedish artist Erik Johansson, USA-based British portrait photographer Platon, fine art American/Austrian duo Cooper & Gorfer, and Indonesian landscape artist Hengki Koentjoro. To learn more about and for a complete list of the Hasselblad Ambassadors, visit [www.hasselblad.com/ambassadors](http://www.hasselblad.com/ambassadors).

## 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.

Visit [www.hasselblad.com](http://www.hasselblad.com) for more information.

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