

HASSELBLAD

Press information - For immediate release
Gothenburg, Sweden 9 April 2020

HASSELBLAD CALLS UPON ARTISTS FOR CREATIVE EXPRESSION FROM HOME WITH **#INSPIREDWITHHASSELBLAD**

Recognising its role in the creative process, Hasselblad vows to keep up artistic expression during these trying times of home quarantine and social distancing with #InspiredWithHasselblad. An online moment established to appreciate the unique nature of creativity, especially under the challenge of being spatially isolated, Hasselblad hopes to rally its community of photographers together and celebrate the creative spirit by sharing images, inspiration and tips that fuel artistic energy.

#InspiredWithHasselblad opens with feature photographers including Austrian product photographer Günther Egger, who finds beauty in floral arrangements and lighting techniques at home; Swedish creative Olle Broksten, who gives tips on how one can use household items to create a studio set at home as he did when photographing luxury perfume bottles; and Trinidadian/British photographer Donald Michael Chambers who uses his own wife as his portrait subject in their Copenhagen home and gives tips on using ambient light to create cinematic scenes. Sharing their advice for “at-home photography”, inspiration and motivation during these times, these photographers also give their own creative challenges to those at home whose living rooms have become their temporary studios. As the campaign continues, more feature photographers will be added as inspiration along with weekly highlights selected from creators who post their work shot on Hasselblad using the hashtag #InspiredwithHasselblad on Instagram.

See images and learn more about #InspiredWithHasselblad at www.hasselblad.com/inspired-with-hasselblad/

PRESS CONTACT

Diane DiVincenzo | PR Director, North America | diane.divincenzo@hasselblad.com
Nathalie Gerke | PR Coordinator, EMEA | nathalie.gerke@hasselblad.com

HASSELBLAD

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

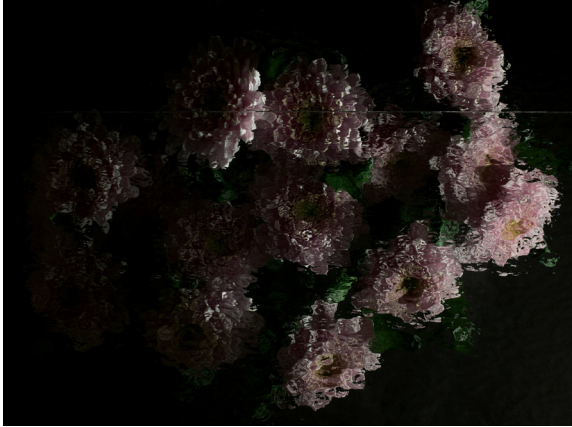
PRESS CONTACT

Diane DiVincenzo | PR Director, North America | diane.divincenzo@hasselblad.com

Nathalie Gerke | PR Coordinator, EMEA | nathalie.gerke@hasselblad.com

HASSELBLAD

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



Günther Egger



Donald Michael Chambers



Olle Broksten

PRESS CONTACT

Diane DiVincenzo | PR Director, North America | diane.divincenzo@hasselblad.com

Nathalie Gerke | PR Coordinator, EMEA | nathalie.gerke@hasselblad.com