

HASSELBLAD

Press information - for immediate release
Gothenburg, Sweden 26 Sept 2018

HASSELBLAD MASTERS VOLUME 6: INNOVATE FEATURES THE STRIKING CREATIVITY OF THE 2018 MASTERS

- World-renowned photography competition winners showcase their talent in *Hasselblad Masters Volume 6: Innovate* print book, released today at Photokina trade fair in Cologne, Germany.

First launched in 2001, the Hasselblad Masters competition has risen to become one of the photography world's most prestigious programs, recognizing top creative image makers in eleven different genres of photography. Held every two years, the 2018 competition received a record-breaking 31,500 entries online at Hasselblad.com.

Announced earlier this year, the winners of the 2018 Hasselblad Masters are:

Aerial - Jorge de la Torriente - USA
Architecture - Kamilla Hanapova - Russia
Art - Maria Svarbova - Slovakia
Beauty & Fashion - Michal Baran - Ireland
Landscape/Nature - Benjamin Everett - USA
Portrait - Tina Signesdottir Hult - Norway
Product - Marcin Gizycki - Poland
Project//21 - Nabil Rosman - Malaysia
Street/Urban - Ben Thomas - Australia
Wedding - Victor Hamke (Muse & Mirror) - Germany
Wildlife - Karim Iliya - USA

Receiving the prestigious Hasselblad Master title, the winners were assigned a challenge to create images in their respective expertise with Hasselblad medium format cameras. Connected by the unifying theme of "innovate," the stunning results include sublime pastel landscapes of the Southwestern United States, fine art scenes set against stark Slovak architecture, poetic Scandinavian portraits, and more.

PRESS CONTACTS

Philip Liljenberg - Corporate Communication & PR Manager | philip.liljenberg@hasselblad.com
www.hasselblad.com

H A S S E L B L A D

Printed and bound in striking full-page format, *Hasselblad Masters Volume 6: Innovate* is an artistic testament to each photographer's passion and individual creativity. Among the pages of impressive photos are passages from each photographer reflecting on their experience with the project, along with their biography, inspirations, and impressions on becoming a Hasselblad Master.

Hasselblad Masters Volume 6: Innovate will be presented today at a special Masters announcement ceremony at the Hasselblad booth, open to the public, at the Photokina trade fair in Cologne, Germany. There, the 2018 Masters winners will receive a Hasselblad medium format camera and an award to honor their achievement and excellence in photography. Visitors at Photokina are welcome to meet the Masters and learn more about the creative endeavours of these gifted artists.

Hasselblad Masters Volume 6: Innovate is available to purchase with an MSRP of €79 / £69 / CNY ¥699 (incl. VAT) / \$99 / JPY ¥11,400 (excl. VAT).

View selected images from *Hasselblad Masters Volume 6: Innovate* here:
www.hasselblad.com/masters/2018/volume-6-innovate/

Purchase *Hasselblad Masters Volume 6: Innovate* here and see the entire set of new images in striking full-page format: <https://store.hasselblad.com/products/hasselblad-master-book-vol-6-innovate>

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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.

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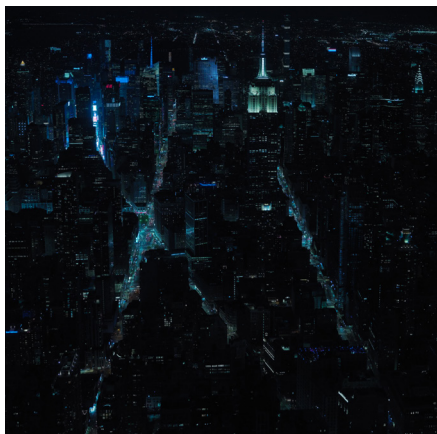
This press release and image material can be found online at the Hasselblad Press Lounge at www.hasselblad.com/press.



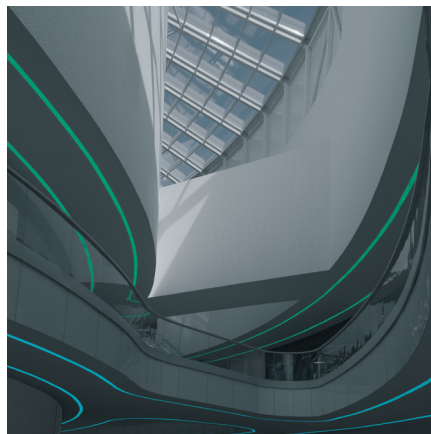
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Hasselblad Master 2018
Jorge de la Torre (USA)
Aerial



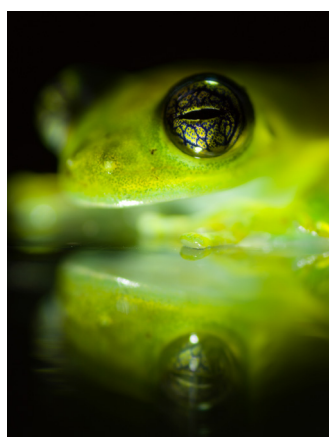
Hasselblad Master 2018
Kamilla Hanapova (Russia)
Architecture



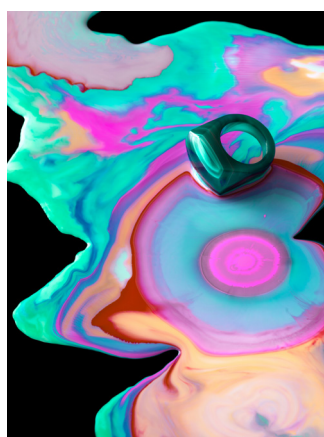
Hasselblad Master 2018
Ben Thomas (Australia)
Street/Urban



Hasselblad Master 2018
Benjamin Everett (USA)
Landscape/Nature



Hasselblad Master 2018
Karim Iliya (USA)
Wildlife

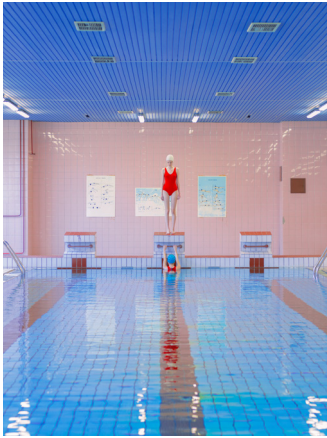


Hasselblad Master 2018
Marcin Gizycki (Poland)
Product

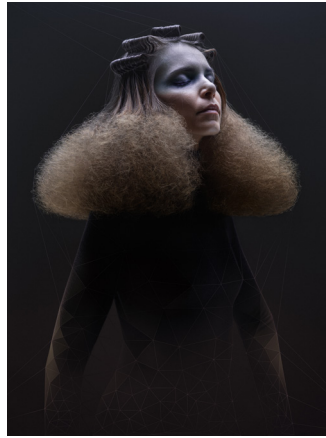
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Hasselblad Master 2018
Maria Svarbova (Slovakia)
Art



Hasselblad Master 2018
Michal Baran (Ireland)
Beauty & Fashion



Hasselblad Master 2018
Nabil Rosman (Malaysia)
Project//21



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Tina Signesdottir Hult (Norway)
Portrait



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