

HASSELBLAD

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HASSELBLAD PARTNERS WITH BJÖRN CEDER & STOCKHOLM OPEN TO ARTISTICALLY DOCUMENT TENNIS AGAINST CORONA FUNDRAISER MATCH

FIRST PROFESSIONAL MALE TENNIS MATCH TO OCCUR SINCE WORLDWIDE STOP

Björn Ceder, Swedish photographer and creative director, was selected to document Tennis Against Corona, an aid initiative to support those strongly affected by the pandemic organized by Stockholm Open, the world's oldest Association of Tennis Professional's indoor tournament. On 10 May 2020, two of Sweden's highest ranked tennis professionals and the world's second-best ranked brothers in the sport, the Ymer brothers Mikael and Elias, competed head to head in the Royal Tennis Hall in Stockholm. Playing to empty stands, only a small camera crew was allowed to cover the fundraiser as the first match within professional male tennis to take place since the ATP called for a stop to all tournaments in March.

With 25 years of experience as an art and creative director, Swedish photographer Björn Ceder artistically captured this unique event through his alluring design and fashion-oriented lens. Utilizing the mirrorless medium format X1D camera in addition to a varied lineup of XCD lenses, Björn took on this project with inspiration from the distinctive style of Wes Anderson, drawing from his cinematic colour palette and using the vintage furnishings of the iconic Royal Tennis Hall to his advantage. "I didn't want this to be a regular sports shoot. I decided to use super wide lenses to do the wide shots of the match – to let the architecture speak. For everything else, I used telephoto lenses and straight angles to work against creating typical sports photography shots," explains Björn. His images are planned to be part of a physical exhibition at the yearly Stockholm Open match in fall 2020.

Read more and see Björn Ceder's artistic captures of this powerful sports fundraiser [here](#).

PRESS CONTACT

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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

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