

HASSELBLAD

Press information – for immediate release

Gothenburg, Sweden 17 Dec 2019

HASSELBLAD X YOU GRAND PRIZE WINNER CLARISSA BONET'S FASHION/STREET FUSION AWARDS HER A TRIP TO HASSELBLAD HEADQUARTERS IN GOTHENBURG, SWEDEN TO RECEIVE HER OWN 907X SPECIAL EDITION CAMERA

Hasselblad X You has showcased the incredible talents among X System creatives over the past three months with a curated collection of 12 weekly winners chosen. The selected photographers encompass multiple countries across the globe with their own shooting styles, colour palettes, and stories behind who they are, what the X System does for them, and how they captured their stunning imagery. Each weekly winner won an XCD lens in addition to accessories from competition partners Peak Design and PolarPro. Selected by an internal Hasselblad jury in addition to the competition's inspirational spotlight photographers, the final grand prize winner chosen among the 12 weekly winners is Chicago-based photographer Clarissa Bonet.

"For me, this image stands out because of the mixture of subjects and genre – fashion vs street – all while maintaining a clear focus on the model. So much to take in and yet there is still a strong focus when viewing this image. Very nicely done," says 2018 Hasselblad Master Jorge de la Torriente. Creative content duo and Hasselblad content partners Daniel Rueda and Anna Devís remarked, "As architects, we really appreciated the effort of the photographer in building – no pun intended – a connection between fashion and architecture with her photography."

As the grand prize winner, Clarissa Bonet will be flown to Hasselblad's headquarters in Gothenburg, Sweden for a behind-the-scenes look at what goes into making the industry-leading medium format cameras. Alongside her time at the factory, a guided tour to the Hasselblad Foundation and permanent exhibition, *Hasselblad and the Moon*, at the Gothenburg Museum of Art are on the itinerary. In addition to her visit and the previously awarded Weekly Winner prize of an XCD lens and Peak Design and PolarPro accessories, she will also receive her own 907X Special Edition camera, her choice of Peak Design Travel Collection bag, and the PolarPro Summit filter system and additional QuartzLine filter.

See all Hasselblad X You weekly winner features [here](#).

PRESS CONTACTS

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

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

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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.

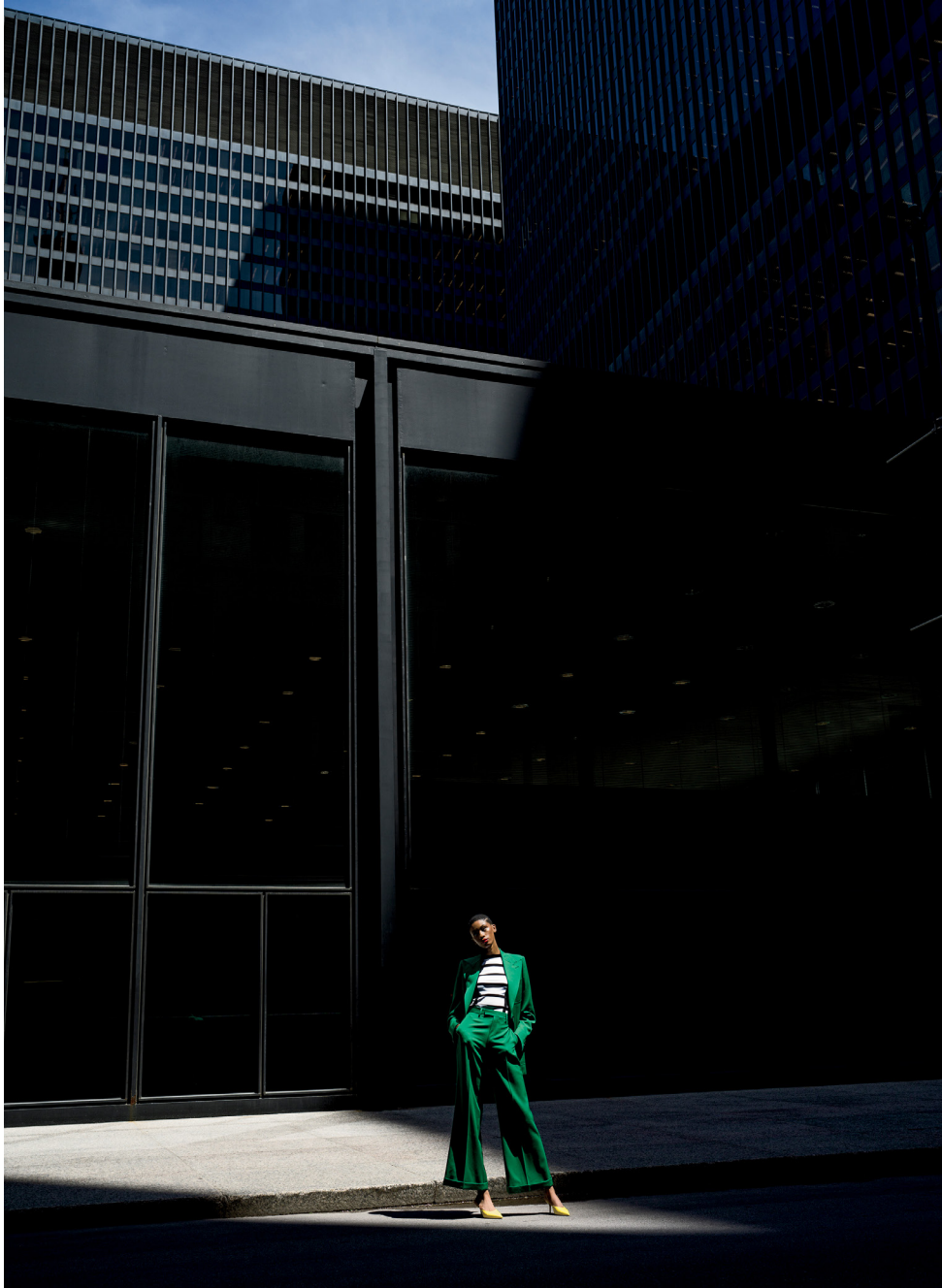
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Nathalie Gerke | PR Coordinator, EMEA | nathalie.gerke@hasselblad.com

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



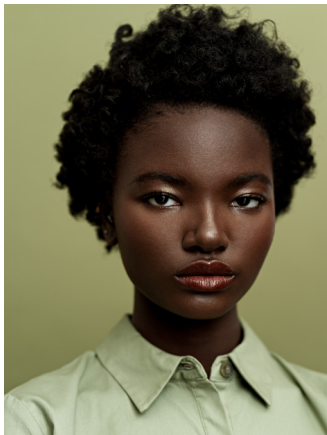
Clarissa Bonet
Chicago, Illinois, USA

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

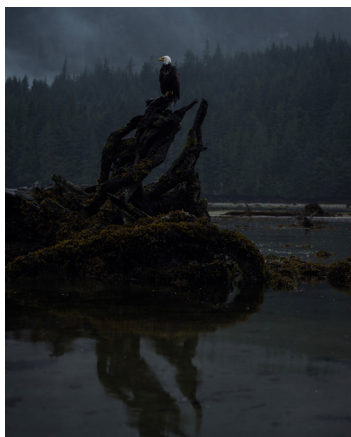
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Brian Love
Los Angeles, California, USA



Julius Hirtzberger
Vienna, Austria



Björn Ceder
Jönköping, Sweden



Saeed Nassouri
Abu Dhabi, United Arab Emirates



Jean Michel Vogé
Millancay, France

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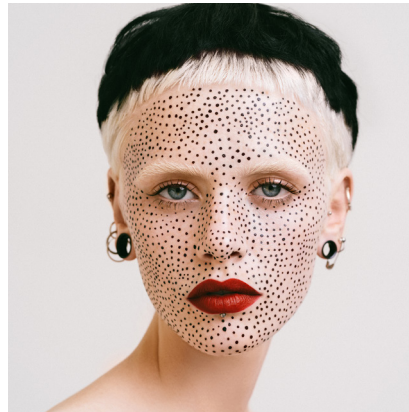
Jacob Degee
Warsaw, Poland



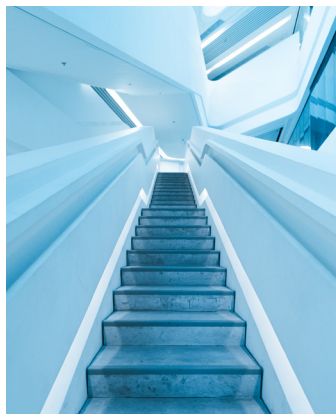
Rajiv Bhambri
Melbourne Beach, Florida, USA



Martin Kubečka
Pezinok, Slovakia



Frédéric Bastin
Brussels, Belgium



Matthew Ng
Hong Kong



Ellen McDermott
New York, New York, USA

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Hasselblad 907X Special Edition camera

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