



**PHOTOPIA
HAMBURG**

21. - 24.09.23
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Press Release

4 days festival for the digital imaging scene

New: Trade audience day as a global marketplace on Thursday

Under the motto "Share Your Vision", PHOTOPIA Hamburg will be the annual festival experience for everyone whose business, hobby or passion is photography or filming. Following the successful event in fall 2022 with more than 10,000 guests on the grounds of Hamburg Messe und Congress, the third PHOTOPIA, this year again in the immediate vicinity of the Reeperbahn Festival, will open its doors from September 21 to 24, 2023. As an interface for industry, industry representatives, content creators and the public, PHOTOPIA will turn the Hanseatic city into the center of the digital imaging scene for four days.

Colorful, futuristic and "Instagrammable"

The eye-catching hall concept in industrial design guarantees a completely new trade show experience. With an installation of 350 shipping containers, the makers of PHOTOPIA will then transform the exhibition halls into a futuristic metropolis with spectacular photo motifs on an area of 20,000 square meters. The annual patrons or patronesses of PHOTOPIA, such as the fashion photographer Ellen von Unwerth or the British star photographer Rankin, have a decisive influence on the staging with their large-format, colorful works.

Impulse generator and business platform for the industry

The Expo is an important business meeting place and thus the heart of the festival. This is where newcomers meet global players and together take a look at the future of an industry that inspires millions of users around the world. This includes companies from the fields of image and video capture, editing and processing, storage, display and sharing.

On Thursday, PHOTOPIA opens as a marketplace first for the trade audience, where new impulses are generated and which invites with product trainings, panels and conferences to talk and create. Renowned speakers discuss current challenges in the imaging industry as well as trends and future topics such as artificial intelligence and inspire the trade audience with their concepts in the long term.

Creative spaces for the enthusiastic community

PHOTOPIA is also a magnet for the public, where the enthusiastic photo and video community will be flocking to the trade audience from Friday to Sunday. The diverse program offers professionals, hobby photographers, content creators and YouTube users concentrated inspiration and numerous formats for exchange, meeting and networking. Under the umbrella of the PHOTOPIA Academy, workshops and photowalks invite participants to learn new techniques and foster their own creativity. On two stages, the festival presents a lineup with the "Who is Who" from photography, videography, art and social media.

The first-class exhibitions and installations, staged in containers on the exhibition grounds and as art in public spaces, are another hallmark of PHOTOPIA. The artistic offering is rounded off with live photo shoots, award ceremonies, dance acts and legendary festival parties.

Imaging in all its facets

PHOTOPIA presents exciting retro trends and significant developments from the colorful world of imaging. Virtual and augmented reality, for example, creates surprising experiences for visitors by linking the real world with the virtual world. Another highlight is revealed in blockchain technology: international photo artists present and trade their works in an NFT gallery, where digital images become collectibles. At Slow Photography, one of the hottest trends in photography, the active photo scene meets in a kind of analog circus. Equally impressive but much faster is the drone flying in the DroneZone. The area fascinates with demonstrations, light shows and user workshops.

The mix of encounters, creative impulses and innovative live formats in an impressive container atmosphere makes a visit to PHOTOPIA Hamburg a unique experience and creates the framework for four inspiring days.

Opening hours:

Thursday 10 a.m. to 6 p.m. (for the trade audience*)

Friday and Saturday 10 a.m. to 6 p.m. and Sunday 10 a.m. to 4 p.m.

**Trade visitors e.g. from retail, purchasing, distribution and professional photographers*

Online tickets:

Tickets are available from summer at the regular price of 25 euros, reduced for 15 euros (pupils, trainees, students, senior citizens, people with disabilities). Admission is free for children and young people up to and including the age of 15.

More information at www.photopia-hamburg.com. If you want to stay up to date, the best way is to follow PHOTOPIA on [Instagram](#), [LinkedIn](#) and [Facebook](#).

About PHOTOPIA Hamburg

PHOTOPIA Hamburg offers the imaging industry and community a new home. From September 21 to 24, 2023, companies will present their products, solutions and services around the trendy topic of imaging. Visitors are anyone whose business, hobby or passion is photography or filming. In addition to trade visitors, content creators, professionals, semi-pros, hobby photographers and people interested in photo culture, this also explicitly includes smartphone users who use their cell phones to take, edit and share photos and videos. The festival is accompanied by conferences, product trainings, award ceremonies, workshops, photo walks, side events & festival parties.

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