



**PHOTOPIA  
HAMBURG**

**21. – 24.09.23**  
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## Press Release

**PHOTOPIA hype throughout the exhibition halls: Imaging scene celebrates the world of photography and videography in Hamburg**

**Hamburg, 25 September 2023 – With exhibitors exhilarated and visitors returning home full of new inspiration, the third edition of PHOTOPIA Hamburg has come to a successful conclusion. From 21 to 24 September, a radiant Festival of Imaging made Hamburg a hot spot of photography and videography featuring top-flight guests, concerts, exhibitions and a varied stage and conference programme.**

Showing a marked increase in both, exhibiting companies and industry as well as private visitors, this PHOTOPIA delivered on its promise as a key platform for the imaging scene. All in all 125 manufacturers, brands and start-ups from 15 countries showcased global innovations and technology novelties, from cameras, lenses, smartphone technology, lighting and illumination technology and accessories to printing products, drones, Artificial Intelligence and software. The most popular event was the appearance of star photographer and PHOTOPIA patron Albert Watson with his exhibition "iconic". Watson himself was impressed at the range of products on display at the fair: "While my camera is my best friend and I am fully equipped, I enjoy looking at things like new tripods or new lenses. For me as a photographer it is important to know what is going on in the market." During the four-day festival, the PHOTOPIA team was delighted to receive the Best Photo Event award from the Technical Image Press Association (TIPA).

### **Wide range of options, multifaceted supporting programme**

Bernd Aufderheide, President and CEO, Hamburg Messe und Congress, expressed his happiness about the four inspiring days attended by around 20,000 guests, with more than 260 press accreditations issued and millions of users sharing content on social media. "With highly satisfied exhibitors, top ratings for the supporting programme, and an audience showing great enthusiasm for technology and art, PHOTOPIA is emerging as an event seen by many as Europe's most important platform for the imaging sector. It is the festival for everyone interested in content creation, whether for business or private purposes." A fact reflected by responses from many delegations of companies headquartered in Japan, who were impressed by the combination of well-established professionals, young enthusiasts, and highly committed amateur photographers attending the event.

"The overwhelmingly positive exhibitor feedback and growing visitor interest in PHOTOPIA Hamburg prove the enormous attraction the Festival of Imaging has generated. This encourages us to look ahead to 2024 with optimism. PHOTOPIA has established itself firmly as the leading industry event in the photography and imaging community," underlines Christian Müller-Rieker, Executive Board of the Photo Industry Association (Photoindustrie-Verband, PIV).



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### **AI is changing the industry dramatically**

One of the core themes at PHOTOPIA was Artificial Intelligence (AI), which is about to change the imaging sector fundamentally. Discussions about the opportunities and risks of AI, its potential, and its effects on society in general and on photography and videography in particular abounded in numerous formats and gatherings. Especially through its AI CENTER, the festival provided insights into the world of artificial intelligence. Other highlights included the B2B Day for industry and trade, the Creative Content Conference and the ImagingExecutives@PHOTOPIA conference.

### **What's next: Looking ahead to PHOTOPIA 2024**

The next Festival of Imaging will take place on Hamburg's exhibition campus from 10 to 13 October 2024. It will be co-located with the Polaris Convention, the community event focused on gaming, anime, manga, e-sport, Asian pop culture and cosplaying. The connecting link between the two events is the creator and influencer scene and its strong affinity to content production using photography, videos and streaming. A combination ticket will enable visitors of the gaming event to discover the multifaceted world of PHOTOPIA.

Another new feature will be the Creators Area, presenting expert talks, workshops with pros, networking events, creator meet & greet events as well as hands-on opportunities which will provide extra room for creativity and fun with imaging at its best.

For statements on PHOTOPIA and other press material please go [here](#). The numbers mentioned are preliminary estimates based on statistics from the last day of the event, 12 o'clock noon.

For photos and video footage from PHOTOPIA 2023 go [here](#).

To keep informed about PHOTOPIA, subscribe to our [newsletter](#) and follow PHOTOPIA on [Instagram](#), [LinkedIn](#) or [Facebook](#).

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