



# share your vision

13.  
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10.  
2022

## BE PART OF THE MULTIVERSE!

With the successful premiere of PHOTOPIA HAMBURG in 2021, we have created the new imaging industry event with an authentic festival atmosphere.

- A 4-day live program in spectacular container scenery on 20.000 square meters.
- From recording, processing, storage, display and sharing to special areas – we cover the entire spectrum of the imaging industry.
- The perfect platform for all target groups. From smartphone users to imaging professionals, B2B and B2C.
- An extensive stage and conference program.



**PHOTOPIA XR.** Virtual and augmented reality on an area of over 600 square meters.

**“We have experienced truly historic things here and want to make PHOTOPIA the central anchor point for professional photographers and those interested in all aspects of imaging in the future. Hamburg is an outstanding city where a whole lot is happening.”**  
*Rainer Führes, CEO Canon Germany*



PHOTOPIA-Imagefilm



The Container City is a spectacular hall concept with innovative exhibition areas and an extensive stage and conference program.



**SUMMIT** On the exhibition grounds. Conferences, exhibitions, special areas.   
**CITY** In the City. Photo tours, the Streetside Gallery, art in public space.   
**365** Digital Community: year-round news, special offers, academy, social media, media library.

# PHOTOPIA 2021

Source: independent visitor and exhibitor survey, 2021.



“Sensational lectures, a huge program offer, a great concept with festival character.”

Visitor's opinion

“It was four powerful days here at PHOTOPIA Hamburg. The atmosphere inspired us from the very first moment – especially the great installation of the typical Hamburg containers. We reached our audience, photographers and people interested in photography came to us for extensive information and advice.”

Falk Friedrich, Managing Director  
Leica Camera Deutschland GmbH

“PHOTOPIA has clearly exceeded all expectations for us. The organizers created a unique ambience that provided perfect moments for all aspects of professional and amateur photography.”

Jan Wölfle, Managing Director  
Hahnemühle FineArt Group

Ø-age:  
44 years

Average expenditure of the PHOTOPIA target group reach Visitors for photography and videography per year

Total visitors **4.286 €**

Share of trade visitors **6.800 €**

86 % of the exhibitors say: PHOTOPIA is to become THE event for the imaging industry.

96 % of the exhibitors were able to reach their average PHOTOPIA target group.

We are very pleased about your interest and would be happy to advise you individually, for integration into the hall concept, as well.



Contact:

Mareike Kitsch, Sales Manager

T +49 40 3569-2826, mareike.kitsch@hamburg-messe.de

[photopia-hamburg.com](http://photopia-hamburg.com)

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