



**PHOTOPIA
HAMBURG**

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Press Release

Double patronage: PHOTOPIA Hamburg starts with Claudia Roth and Rankin

This year, PHOTOPIA, which will take place from October 13 to 16 in Hamburg, will have two special patrons: Claudia Roth, member of the German Bundestag and Minister of State and Federal Government Commissioner for Culture and the Media, and the British star photographer Rankin – two well-known and experienced supporters for the urban festival for photography and videography.

Hamburg, August 19, 2022 - After last year's premiere of PHOTOPIA was co-hosted by the internationally renowned fashion photographer Ellen von Unwerth as patron, this year's Minister of State for Culture Claudia Roth and star photographer Rankin will succeed her as double patrons. "The two are the ideal lineup for our urban imaging festival," explains Christian Popkes, Artistic Director of PHOTOPIA Hamburg. "And because they come from such different backgrounds, they bring yet another very different impetus - a true enrichment."

Claudia Roth: From band manager to minister of state

Claudia Roth is currently the Minister of State for Culture in Chancellor Olaf Scholz's cabinet. Previously, the Green Party politician was party chairwoman for the second time until 2013 and vice president of the German Bundestag until 2021. Before her political involvement, Claudia Roth worked, among other things, as a dramaturgy assistant and dramaturge at the Städtische Bühnen Dortmund and at Hoffmanns Comic Teater (HCT) in Unna and was manager of the political rock band Ton Steine Scherben around Rio Reiser from 1982 to 1985.

Rankin: Photographer of international superstars

Big names such as David Bowie, Kate Moss, Kendall Jenner and Heidi Klum have already stood in front of his camera: Rankin is a British photographer – known to the wider German public through "Germany's Next Topmodel," among other things. His portfolio ranges from portraits and fashion photography to documentary photography. In addition to his own publications, his images can be seen in Elle, Vogue, GQ and Rolling Stone, among others, and are exhibited at New York's MoMA and the Victoria & Albert Museum in London.

Don't miss a highlight: Get your ticket now!

In addition to numerous lectures, workshops and panels at the Creative Content Conference or the Imaging Executives Conference, visitors can expect a concentrated line-up of internationally renowned key speakers and influencers. Tickets for the highlight of the photo and video industry in October are available in the ticket store at <https://www.photopia-hamburg.com/en/photopia-summit/visitors/tickets-invitations>. Other highlights include the Expo Area with big players and start-ups from the imaging industry, two large stages, an outdoor area and special areas such as PHOTOPIA XR, a DroneZone and a Young Professionals area with offers for young photographers.

Tickets are available at the regular price of 25 euros, reduced for 15 euros. Children and young people (6 to 15 years) visit PHOTOPIA free of charge when accompanied by an adult.

Creative Talk: Imaging for the ears

If you would like to take a "look behind the scenes" before PHOTOPIA, listen in on the latest "Creative Talk": In this new format, the CEO of Hamburg Messe und Congress, Bernd Aufderheide, talks about the success and goals of the new festival and, together with project manager Melina Paeper, gives a preview of what visitors can expect at PHOTOPIA Hamburg in the fall. Christian Popkes also reveals which images and other personalities will shape the event this year.

More at <https://www.photopia-hamburg.com/en/>

PHOTOPIA Hamburg "1 festival - 4 days live - 365 days online".

From October 13-16, PHOTOPIA Hamburg will provide a new home for the digital imaging industry. The unique event format is a triad of PHOTOPIA Summit, where new products and services are brought to life in an inspiring environment, PHOTOPIA City with exhibitions and photo walks, and PHOTOPIA 365, an exclusive online community area. Companies with products and services related to the trendy topic of imaging are expected to attend. Visitors are all those whose passion and business is photography and filming. In addition to influencers, professionals, semi-pros, hobby photographers, retailers and photo culture enthusiasts, these are also very explicitly smartphone users who use their phones to take, edit and share photos and videos.

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Rankin: ©Rankin

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