

ARTS AND ENTERTAINMENT

Hasselblad curates experiences for photography fans

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By BRIELLE JAEKEL

Swedish camera manufacturer Hasselblad is showcasing how brands work closely with art happenings to better align themselves with affluent consumers' interest through a new photography experience.

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Experienced photographers as well as beginners will be able to experience a series of workshops from Hasselblad that blend its brand with art. Guests on a variety of trips will have access to Hasselblad equipment to learn new photography tips and tricks.

"The Hasselblad Experiences are an extension of our commitment to outstanding photography and performance. The trips are a perfect way to get hands-on experience with the cameras while having the support of top photographers

and experts," said Johan hln, chief marketing officer at Hasselblad.

Art and experiences

Luxury brands have long been tapping into art for an added strategy to build a luxury image.

Hasselblad will be creating art with photography fans, hoping to build a relationship for lifelong customers along the way. The 2017 Hasselblad Experience series will consist of a number of trips hosted by photography experts for guests to learn on Hasselblad products.

Participants will have access to use Hasselblad's X1D and all existing lenses. Each location features beautiful landscapes that photograph well such as Iceland and Slovenian mountains.



Hasselblad photo shoot

During March and June, interested participants can sign up for weekend workshops that take place in a studio. Experts will show guests how to retain or bring out the physiognomy and character of an object through photography.

A 10-day workout in the mountains of Slovenia will take place during springtime for a picture-perfect backdrop. Expert Andy Williams will lead participants through Slovenia and Julian Alps to learn photography on subjects such as glacial lakes, rivers, mountain views, villages and historic cities.



Triglav mountain peak in Slovenia, Getty Images

The trip will take place on May 2-12 this upcoming spring.

Guests on the trip to Iceland will get the chance to photograph the Aurora Borealis in October, including a helicopter ride over Lake Hvitarvatn. Taking place on Sept. 30 to Oct. 7, the trip will focus on spaciousness and dynamic energy of landscapes.

Oct. 14-21, interested photographers will be able to the Isle of Skye in Scotland, along with Scotland expert Tom D. Jones.

Brands and art

Marketing and art have long been intertwined, with brands often incorporating photography into their marketing schemes.

For instance, Italian fashion house Bottega Veneta put a lens on its art appreciation through an alliance with the Shanghai Center of Photography.

From the start of 2017, the brand has been the corporate sponsor of the institution, sponsoring four international exhibits throughout the year. This long-term relationship draws on the affection Bottega Veneta creative director Tomas Maier has for photography ([see more](#)).

British automaker Aston Martin also supported its mission to branch out as a lifestyle brand rather than just

automotive with an in-store exhibit celebrating the work of an acclaimed photographer.

Aston Martin's "Mark Shaw: A Moment in Time" commemorated the work of the late photographer by displaying his art from the 1950s, featuring photographs of fashion and celebrities. The exhibit opened at Aston Martin's experimental boutique, No. 8 Dover Street in London, following the city's Fashion Week ([see more](#)).

"The experiences take place in some of the world's most beautiful and inspirational settings, which are ideal for capturing stunning photography," Mr. hln said.

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