

Global Hasselblad Masters Exhibition series debuts in style in Hong Kong



The 2009 Hasselblad Masters Exhibition “Masters of Photography” in Hong Kong was the first of a series of four exhibitions also taking place in Copenhagen, New York and London. The Hong Kong show attracted over 4000 visitors during the 9 days running time from August 21 – 30 this year. The seven photography seminars delivered by René Riis of Demark together with Demon Chef Alvin Leung of the Michelin star crowned Bo Innovation Restaurant in Hong Kong, four previous Hasselblad Masters from China (Tang Hui, Xie Mo, Dong Jiancheng, Wang Jianjun) several member of the Hong Kong Institute of Professional Photographers HKIPP (former chairperson Jennifer Chau, Anita Ng and Connie Hong) as well as Sam Ng of Datacolor, were all well attended and enthusiastically received by the audience. All in all, the Hasselblad Masters debut in Hong Kong was a great success. ATV Hong Kong reported in the main evening news on August 30.

Video Here! <http://www.youtube.com/watch?v=J3OoHA3bPGc>

Having clearly ventured into new territory with an exhibition of this size, the organizing team of Shriro (H.K.) was very pleased with the great enthusiasm both the exhibits and the adjacent seminars encountered. The sheer scale and quality of the setup set new standards for photography exhibitions in Hong Kong, according to a visitor.

“Surely, an event of this quality, would neither have been possible without the great commitment by the team of Shriro (H.K.) Ltd., nor without the support of the Swire Group, whose spacious and elegant ArtisTree art gallery in Taikoo Place (right next to the Shriro headquarters in One Island East) greatly contributed to the impact the event had” said Egon Heldner, Managing Director of Shriro (H.K.) Ltd. “Given the high standards of the Hasselblad Masters program, the quality of the exhibits was not something that we needed to worry about. I think the real challenge for my team was to make intelligent use of the very large space available in the ArtisTree gallery. In fact, within a very short period of time, the Hong Kong team had come up with a brilliant master plan that, in addition to the main section comprising of 100 candidate images for the Masters 2009/10, would include a seminar auditorium, a Hasselblad history section with many rare exhibits, a presentation of previous Hasselblad Masters since 2001, a section focusing on the Masters 2008, a presentation of the TIPA award winning “Victor by Hasselblad” magazine and an on-line voting section. An attractive seminar program was worked out together with Hasselblad and with contacts in the local scene and the entire show was set up in a record time of merely a few weeks”.



The opening event on August 21 was graced by the presence of Group CEO Mr. Vasco Fung, Hasselblad Executive Chairman Dr. Larry Hansen and Christian Nohrgaard, Hasselblad Photographer Relations Manager in Copenhagen. Numerous well known photographers and Hasselblad dealers from both Mainland China and Hong Kong joined in as well. All seven photography seminars were packed to the last chair and positively commented by the audiences. The event feedback forms allowed Shriro (H.K.) Ltd. to collect valuable feedback from the audience and to add over 600 quality contacts to their database.



Numerous VIP guests from China and abroad attended the opening event on August 21

All in all, this event was a great opportunity, allowing strengthening ties with photographers, dealers, colleagues and the general public. It was also a great experience for everyone involved' boosting the team spirit and our pride in Hasselblad and in the Shriro organization, last but not least, our love for photography.