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## **THE PHOTOBOOK DAYS 2010, DEICHTORHALLEN HAMBURG**

**The photobook as a independent form of expression the Photobook Days 2010 are applied to.**

The Photobook Days will be opened for the first time in the Deichtorhallen Hamburg 4<sup>th</sup>-6<sup>th</sup> June 2010. The venue is the House of Photography in the Deichtorhallen Hamburg. For three days the visitors will receive an extensive program: Lectures, book signings, dummy sightings, a photo book award, photo book fair and exhibitions. The Photobook Days 2010 are honoring the independence of photo books by dedicating this festival to it. The lead organizer is the association Friends of Photography e.V. in the Deichtorhallen.

Germany can look back at a long, precious photo book tradition featuring important work of authors such as Karl Blossfeldt, Albert Renger-Patzsch, August Sander, and Bernd and Hilla Becher. The current photo book market also presents galleries, publishers, collectors and museums from Germany. The art market changed over the last few years and had a direct impact on the perception of the photobook. With the growing interest in photography the production of photo books increased rapidly. The photo book has become a real collectors treasure and is incorporated with a long bibliophilic tradition.

A photo book is no longer just a reference tool for collectors - it has become an independent and prestigious form of art. Furthermore the preferred publishing tool of artists has moved on from the classic exhibition to printed publications. The fact that the photo book can "travel" and therefore reach a much broader target audience beyond the art business is a clear advantage. Its enormous popularity seems to be unstoppable and that is almost surely due to the fact that photo books are not solely the subject matter of a few experts, but of a broader audience too. Secluded from the booming market of original copies the photo book managed to establish a status of serious and independent form of expression.

*„We believe that there is a discernible third, intermediate forum for the photographic author - the medium of the photobook – and that can be considered photography's „natural“ home.“*

Martin Parr / Gerry Badger in *The Photobook: A History* volume I

The Photobook Days 2010 are intended to be a platform that offers experts, book and art lovers as well as the interested laity an option to exchange media photobooks.

If you like more information about the Photobook Days 2010, please call +49-40-67 95 92 51 or send an email to [info@fotobuch-tage.de](mailto:info@fotobuch-tage.de)