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#imagingunlimited

photokina 2018: Makeover for Instagram channel

The logo for photokina IMAGING UNLIMITED, with "photokina" in a bold, lowercase font and "IMAGING UNLIMITED" in a smaller, uppercase font below it.

Michael Schulz (@berlinstagram) is assuming responsibility for the creative realisation

Instagram is the world's largest cohesive community of people who consider photography to be part of their personal expression. The exhibitors of photokina find the customers of the future concentrated here like nowhere else. Its own Instagram channel offers photokina the chance to present itself to relevant target groups as a competent partner for further photographic development, and to make the trade fair even more exciting for them. In order to successfully achieve this, photokina has decided in favour of a professional makeover of the channel. To this purpose, the trade fair team has recruited a real expert with Michael Schulz, known as @berlinstagram.

photokina
26.09. - 29.09.2018
www.photokina.com

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"Especially important are those who develop an interest in photography through Instagram and smartphones. They share with others, receive feedback for their photos, and then often delve deeper into the subject of photography/technology and develop the ambition to become better", is how Michael Schulz explains the motivation of many active Instagram users. "Exciting here is that there is also the same motivation to visit the trade fair. It thus makes sense to more intensively link both platforms with one another", Christoph Menke, Director of photokina, adds.

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For young target groups, Instagram can thus become the portal to the world of imaging. However, the channel is also interesting for professional photographers as a presentation format. The relaunch of the Instagram channel and the cooperation with Michael Schulz offers photokina the chance to do away with prejudices: "Irrespective of the technique and the technology used for the recording, processing or presentation of images, these can be emotionally moving, document authentically or be of artistic value", Menke emphasises the ambition of photokina to focus increasingly on the image.

Executive Board:
Gerald Böse (President and Chief Executive Officer)
Katharina C. Hamma
Herbert Marnier

The photokina Instagram channel should in future increasingly become a platform for attractive, entertaining and informative content revolving around the theme of photography and videography, and this across brands and technologies. As of June 2018, the channel will take a look behind the scenes of successful photographers and creative people on Instagram, and portray the makers and their work. These photographers and creative people will appear on the COMMUNITIES STAGE of photokina and provide unique insights into their passion in workshops and lectures.

Chairwoman of the Supervisory Board:
Mayor of the City of Cologne
Henriette Reker

Headquarters and place of jurisdiction:
Cologne
District Court Cologne, HRB 952

About Michael Schulz and @berlinstagram

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Michael Schulz published his first smartphone photo on Instagram in the autumn of 2010. His Instagram channel "Berlinstagram" grew rapidly in subsequent years and became one of the most popular German accounts, with around a half a million fans. Four years ago, Michael decided to give up his salaried position as a concepter in an advertising agency in order to focus on Instagram as a freelancer. In the meantime he consults with companies, works in visual marketing campaigns and creates content for customers, as well as for his own Instagram channel.

Koelnmesse - Global Competence in Digital Media, Entertainment and Mobility:

Koelnmesse is an international leader in organising trade fairs in the Digital Media, Entertainment and Mobility segments. Trade fairs like photokina, dmexco, gamescom, INTERMOT and THE TIRE COLOGNE are established as leading international trade fairs and are being expanded by future-oriented formats like DIGILITY. Koelnmesse not only organises trade fairs in these areas in Cologne, but also in other growth markets like, for example, China, Singapore and Thailand, which have different areas of focus and content. These global activities offer customers of Koelnmesse tailor-made events in different markets, which guarantee sustainable and international business.

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12.05. - 13.05.2018

THE TIRE COLOGNE - Empowering the entire business, Cologne 29.05. - 01.06.2018

INDICOM, Cologne 03.07. - 04.07.2018

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