



Hasselblad Masters Vol. 4 Evolve Edited by Hasselblad

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- Renowned photographers in 12 categories show their most extraordinary images in topics including editorial, wildlife, landscape, and product photography

Hasselblad — a manufacturer of high quality photo technology for more than five decades — has funded the prestigious Masters photography contest, which honours established top photographers and outstanding newcomers. The ever-evolving mission for Hasselblad is to develop the finest capture devices available on the planet. And our unique *Masters* volumes serve to perfectly illustrate the outstanding camera craft of an elite ensemble of highly gifted photographers. In 2014, the focus is on the theme of “Evolve.” Twelve photographers present their stunning images on the subject in this representative anthology. The winners were selected from nearly 4,000 applicants and were given the opportunity to portray their ideas with high-end Hasselblad equipment. The winners were determined not only by a 24-member jury, but also by the public, who were asked to nominate their favorite images online. The selection criteria not only include ambition, imagination, and technical photographic skills but also the ability to depict emotions. In addition to the established categories such as architecture, fashion, and portraits, underwater photography was included in the competition for the first time.

The 2014 Hasselblad Masters Awards winners were: Architectural: Martin Schubert, Denmark; Editorial: António Pedrosa, Portuga; Fashion/Beauty: Bára Prášilová, Czech Republic; Fine Art: Rafal Maleszyk, USA; General: Roman Jehanno, France; Landscapes/Nature: Hengki Koentjoro, Indonesia; Portrait: Dmitry Ageev, Russian Federation; Products: Bryn Griffiths, United Kingdom; Project//21: Paul Gisbrecht, Germany; Underwater: Chris Straley, USA; Wedding/Social: Joseph Goh Meng Huat, Singapore; Wildlife: Rafeak Rojas, Switzerland.

Text in Chinese, German, Spanish, English, French, Italian and Japanese.