

NEWS RELEASE

Fujifilm and World Press Photo Foundation Announce Strategic Partnership

TOKYO, January 22, 2024 -- FUJIFILM Corporation (President and CEO, Representative Director: Teiichi Goto), a global leader in photography and imaging, today announced the Strategic Partnership with the World Press Photo Foundation, which includes Fujifilm's sponsorship of the World Press Photo Foundation's prestigious World Press Photo Contests as well as expert-led workshops during the organization's global exhibitions¹. The World Press Photo Foundation is an independent nonprofit organization based in the Netherlands that provides a global platform for photojournalists and documentary photographers to communicate trustworthy storytelling that reflects the times, through the power of photography, to a global audience.

As part of this partnership, global winners in each of the four categories² of the World Press Photo contest will win state-of-the-art FUJIFILM GFX System large format camera and equipment:

- FUJIFILM GFX100II Mirrorless Digital Camera
- Two FUJINON GF interchangeable lenses for the GFX System
- Two Li-ion batteries ("NP-W235")
- Dual Battery Charger ("BC-W235")

The GFX System is the high-end series of Fujifilm's mirrorless digital camera line, designed to bring out texture, dimensions and atmosphere in creators' images with large format resolution and gradation performance. FUJINON GF lenses are designed to fully unlock performance potential of the GFX System cameras. Inheriting the optical technologies from the medium and large format film lenses as well as broadcast and cine lenses, GF lenses provide unrivaled image quality that professionals need.

Additionally, Fujifilm plans to host expert-led workshops in 10 cities around the world in conjunction with the World Press Photo Exhibition.

"As Fujifilm celebrates its 90th anniversary on January 20 this year, we are excited to establish this strategic partnership, enabling us to contribute to the growth of trustworthy storytelling and global communication through the power of photography," says Masato Yamamoto, Director, Executive Vice President, General Manager of Imaging Solutions Division, FUJIFILM Corporation. "Through this partnership with the World Press Photo Foundation, we support the creative individuals involved in the dynamic field of photography."

¹ Locations include Australia, Netherlands, Germany, Mexico, etc.

² The four categories are World Press Photo of the Year, World Press Photo Story of the Year, World Press Photo Long-Term Project Award, and World Press Photo Open Format Award

“We are very pleased to announce this strategic partnership with Fujifilm. They share our mission to support the photographic community who bring important stories and images to the world,” says Joumana El Zein Khoury, executive director of World Press Photo Foundation. “This strategic partnership will help us reach more people, improve our exhibitions, and directly support the news and documentary photography community.”

Fujifilm has evolved its offerings to today’s imaging community by developing its INSTAX line of instant cameras and smartphone printers, its X Series and GFX System lines of mirrorless digital cameras, and consumer and professional photo film. In the field of photojournalism, Fujifilm’s mirrorless digital cameras have been widely embraced by professionals worldwide, including some of the past award winners of World Press Photo Contests.

Since its foundation in 1955 in Amsterdam, the Netherlands, the World Press Photo Foundation has annually held its World Press Photo Contest. Winning entries are selected by an international jury and exhibited at World Press Photo Exhibitions held around the world. The World Press Photo Exhibition is one of the largest photo exhibitions in the world, attracting millions of visitors annually.



Logo of World Press Photo Foundation



Photo Exhibition in Amsterdam, 2023

The World Press Photo Contest 2024 has received over 60,000 entries from talented photographers around the world. After careful consideration by esteemed international jury, the regional winners will be announced on April 3, 2024, and the global winners in all four categories will be announced on April 18, 2024. World Press Photo exhibitions are then planned in more than 80 cities around the world, starting in Amsterdam on April 19, 2024. In total, more than 4 million visitors are expected.

Past Award Winner Examples Created on Fujifilm Gear



2020 World Press Photo of the Year Award
「Straight Voice」 Yasuyoshi Chiba
shot on FUJIFILM X-H1



2021 World Press Photo Story of the Year Award
「Habibi」 Antonio Faccilongo
shot on FUJIFILM X-T1

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