



rolf sachs

**ARTIST ROLF SACHS UNVEILS
SPECIAL EDITION LEICA CAMERA
Leica M-P 'grip' by Rolf Sachs**



October 12, 2016 (London) – Artist Rolf Sachs, in collaboration with Leica Camera AG, presents the new **Leica M-P (Typ 240)** special edition **'grip' by Rolf Sachs**, the latest addition to the Leica M-System portfolio. The new model unites the iconic rangefinder technology with artistic product design. The combination of unusual materials and the artist's signature bright red colour palette, lends the camera an unexpected look. This special edition is limited to only 79 sets for the worldwide market and will be available exclusively at select Leica Stores from November 2016.

Sachs's primary goal in designing the camera was driven by a utilitarian approach. Known for adapting existing materials and placing them into new, unexpected and surprising contexts, Sachs sought a specialist grip material that would respond to the scale of the camera with millimetre precision.

Following in-depth research into materials that have strong 'gripping' properties and are traditionally applied in other manufacturing industries, Sachs decided on a red 'ping pong' rubber, usually used on table tennis bats. This material adds practical tactility to the camera, while simultaneously creating an entirely new haptic experience. Additionally, the limited edition features a black paint finish and subtle customisations, making use of striking scarlet red engravings to optimise the usability of the product, adding a creative twist to its standards. The thick woven black cotton shoulder strap can be knotted to use as a secure hand-strap and the original accessories, such as a wooden toothbrush to clean the specialist rubber and a natural goat brush "Staubpinsel" to clean the lens.

The Leica M-P 'grip' by Rolf Sachs set comes in a black case containing the camera, the lens, a carrying strap and a Leica SF 40 flash. In all other respects, the performance and technical specifications of the camera and lens of the Leica M-P 'grip' by Rolf Sachs special edition are identical to those of the equivalent serial production products.

An avid user himself, Sachs has established a long-standing, close relationship with Leica Camera AG. This collaboration has brought to fruition the 'Camera in Motion: from Chur to Tirano' photographic project, exhibited at the Leica Galleries in Salzburg and Wetzlar in 2015 as well as Sachs's newly published photography monograph by Kehrer Verlag, Berlin. In this new photography publication, the artist presents his yearlong exploration of landscape and speed through a series of photographs taken from a moving train, transcending abstraction and photo-realism.

In his extensive photographic practice Sachs continues to push the boundaries of photography and art. In this process, it is the camera, first and foremost, that imposes the technical restraints on the production of the image but also the tool that informs the artistic choice as a powerful mediating device. Sachs describes:

'For many photographers over many years, the Leica M has been a passionate love affair! Its functionality and iconic design attracts me as an artist and an avid user. I am thrilled for the opportunity to 'undress' the camera and create a new look, surprising as much as functional. Applying a material that has never before been used as an easy-to-grip camera surface, created a striking aesthetic and a unique tactility.'

IMAGES: Courtesy of Leica Camera AG

MEDIA REQUESTS:

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NOTES TO EDITORS:

About Rolf Sachs

The work of Rolf Sachs (b. 1955 in Lausanne, Switzerland) moves freely between art and design, always aiming to surprise audiences through an inquisitive and conceptual approach. He searches for the unconventional and the unexpected, a philosophy reflected in the breadth of projects he works on, ranging from photography, sculpture, installations, and architectural projects to set design for opera and ballet.

For more than thirty years his work has been exhibited internationally in art and design galleries, as well as in museums like the Museum of Applied Arts in Cologne and the Victoria & Albert Museum in London. His interdisciplinary conceptual approach has formed the foundation for many creative commissions from a wide host of companies and institutions such as Les Ballets and Opéra de Monte Carlo, the Hessisches Staatstheater Wiesbaden, Leica Camera AG and others, where Sachs has consistently emphasised and explored the close relationship between art and design.

About Leica Camera AG

Leica Camera AG is an internationally operating premium manufacturer of cameras and sport optics products. The Leica legend is founded on the lenses of the long-established company. Together with innovative technologies, they provide for better images in all concerns of vision and perception. Leica Camera AG has its headquarters in Wetzlar, in the state of Hesse in Germany, and a second production site in Vila Nova de Famalicão, Portugal. The company is internationally represented by its branch offices in Australia, China, England, France, Italy, Japan, Switzerland, Singapore, South Korea and the USA. New, innovative products have pushed the company's recent positive development.