

ILFORD and Lightboxx partnership

April 2021 – ILFORD is proud to be partnering with Lightboxx. The Lightboxx platform showcases the ultimate in fashion, beauty, portrait photography and filmmaking.

„We are on a mission“, says Frank Lohstöter, initiator of Lightboxx.io, former managing director of Leica Fotografie International, ex editor-in-chief of Leica S-Magazine and Victor by Hasselblad. „Lightboxx.io is not about trends and hype, but about the truly inspired click, the true creative spirit, the perfect perspective, craft and art from every angle. We do not show the latest, but what we think is the best. We consciously move ourselves on the borderline between professionalism to art, past and contemporary“.

The team around Frank Lohstöter, has industry experience that spans decades and is supported by a board of advisors including well-known and varied artists such as Bruce Gilden, Kristian Schuller, Enrique Badulescu, Rankin and renowned institutions like the F.C. Gundlach Foundation.

Participation in Lightboxx.io is by invitation only. Its portfolio currently features over 40 international artists and 10,000 works from the fields of still and moving imagery.

Lightboxx.io is offering photographers and filmmakers the opportunity to present themselves as they want to be seen. A collective presentation of artists on one platform in combination with carefully curated editorial content set by the Lightboxx.io editors, it currently has an absolute unique position worldwide.

„I see an enormous potential for Lightboxx.io in times when the way we deal with professional imaging is changing a lot“ commented Badulescu.

Visually and functionally, Lightboxx.io stands out from popular social media channels. The innovative user interface and powerful media asset management system make browsing and researching the extensive world of images and finding the dynamically arriving new content an interesting viewing experience, especially on devices such as smartphones and tablets.

Kristian Schuller mentions, „It’s an exciting addition to the popular social media“.

ILFORD will be proudly partnering in exhibition events and sees Lightboxx.io as an excellent platform to inspire all who love photography, across all photographic genres.

About Lightboxx.io

Lightboxx is an international non-for-profit platform, which is financed by sponsors. Photographers, artists as well as agencies regard Lightboxx.io as a high-quality alternative platform.

About ILFORD

ILFORD was founded in 1879 and is one of the oldest photographic brands in the world. With a proud history spanning 140 years, ILFORD is a synonym for professional quality from traditional analog film, paper and chemistry to the best professional inkjet paper for today’s high quality photo printers.

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