



PHOTOGRAPHICA AUCTION

PRESS RELEASE

LEITZ PHOTOGRAPHICA AUCTION 41:

Auction features highly coveted military cameras, and generates 15,000 euros for charitable causes

Wetzlar, November 2022 – Twice a year, the Leitz Photographica Auction house hosts its eponymous auction of photographs, vintage cameras and camera accessories. At the 41st Leitz Photographica Auction, which took place on November 26th at Hotel Bristol in Vienna, bidders from all over the world engaged in intense competition for rarities and collectibles from the world of photography. A series of edition prints of Marilyn Monroe from 1949, which was auctioned off for the Austrian charity "Licht ins Dunkel" ("Light into Darkness"), attracted particular interest. Moreover, various military cameras from Leica were met with particular interest and turned out to be bestsellers, with some of them fetching up to 21 times their estimated price.

Among experts, the biannual Leitz Photographica Auction is known as the world's most prestigious auction for vintage cameras and historic camera accessories. Six months after the 40th anniversary auction that brought a new world record for the most expensive camera of all time, the auction series returned to Hotel Bristol in Vienna. For the first time in three years, rare photographs were auctioned off, including a series of three edition prints of young Marilyn Monroe. André de Dienes, the legendary Hollywood photographer active from the 1950s to 1970s, shot the then unknown actress in 1949 on Tobay Beach (Long Island). The three prints formed the charity lot of the auction. Originally estimated at 4,000 to 8,000 euros, they ultimately sold for 15,600 euros (including buyer's premium¹).

"At each auction we provide an exhibit for a good cause," explains Alexander Sedlak, Managing Director of Leica Camera Classics and Leitz Photographica Auction. "The three edition prints of Marilyn Monroe are remarkable because they show the future Hollywood icon posing in a completely carefree manner. The sorrow of later days seems far away. The entire proceeds from the charity lot go to 'Licht ins Dunkel'."

¹ A fee (20 percent of the hammer price) charged by the auction house.

Competition for military-edition Leicas

Leitz Photographica Auction is traditionally considered a benchmark for developments on the vintage camera market. Black paint Leica cameras have proven very popular in recent years, with their prices rising consistently. While this trend continued at the 41st Leitz Photographica Auction, the bidders were particularly taken by cameras from army stocks.

Two cameras used by the British military were the subject of outstandingly fierce bidding contests. The Leica IIIa British Marine (serial number 198047) had been estimated at only 1,600 to 2,000 euros but achieved a final price of 43,200 euros (including buyer's premium). Two bidders, one attending online, his opponent on the phone, engaged in a highly exciting duel for the camera made in 1936. A similar competition ensued for the subsequent lot; the Leica Standard British Navy 'Admiralty NP' (serial number 277758) which at an estimate of 4,000 to 5,000 euros – was eventually auctioned for 36,000 euros (including buyer's premium). "They know each other! This isn't about the cameras at all," joked auctioneer Wolfgang Pauritsch before striking the gavel.

Finally, it was yet another military camera that provided the highest price of the day. The German military-spec Leica M4 Olive Bundeseigentum ("federal property"), estimated at 300,000 to 350,000 euros, brought 540,000 euros (including buyer's premium). "Never before has such a high sum been paid for a green M4," said Alexander Sedlak. "It is likely to be the most expensive military camera ever sold at auction."



About Leica Camera

Leica stands for craftsmanship, design and experience. With over 100 years of history, the brand represents a beautiful combination of art and engineering with the future of form and functionality. Based in Wetzlar, the original birthplace of Leica, the German company is an internationally operating, premium-segment manufacturer of cameras and sport optics products. Leica's legendary status is founded on its long tradition of excellence and supreme quality found in their cameras and lenses. Leica are committed to supporting the creation and preservation of iconic photography, past, present and future and the artists behind them. For more information about Leica visit leica-camera.com/en-GB or follow the company on social media.

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For questions regarding registration and bids, please contact:

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