Press Release

January 31, 2017
CP+ Division

# The World Premiere show for camera and photo imaging CP+2017 Reservations for notable events has started!

The camera & Imaging Products Association (CIPA) (MA Shibaura Building, 3-8-10 Shibaura, Minato-ku, Tokyo; President: Hiroyuki Sasa) will hold the CP+2017 Camera & Imaging Show from February 23 (Thursday) to February 26 (Sunday), 2017, at PACIFICO YOKOHAMA and BankART Studio NYK.

## ■ CP+ is...

CP+ is a leading comprehensive camera and imaging exhibition with a history of eight years since moving to the cosmopolitan city of Yokohama, with more than 50 years since the years of the Japan Camera Show. Last year, CP+ was the largest camera event ever, with more than 67,000 visitors, while 42 World Premieres (products that are announced first, globally, via the show) were announced to the world during this event.
In addition to existing camera and photography enthusiasts, CP+2017 sees women and families with small children who have not visited CP+ as a new target. We will enhance efforts to offer the joys of "shooting, viewing, and connecting" to a wide range of customers through various events focusing on photo imaging, and to contribute to the spread and development of photo imaging culture.

## Noteworthy Events for All Audience from Families to Students!

### ■ SHIN SUZUKI PHOTOSTUDIO

The on-the-road photo project produced by Shin Suzuki that tours all around the country, including Suzuki's hometown in Fukushima and the Comic Market—is coming to CP+2017!
You can receive a photo with your family, partner or friend and bring it home immediately. The image data is also given for you to post on your SNS. Feel the power of photography, not limited to just a recording medium.

### ■ "Attitudes and Preparations for Solicitation and Obtaining Jobs": Seminar & Portfolio Reviews

At this event series visitors can "learn practical tips, in depth"; for example, the Seminar & Portfolio Reviews by creatives working in the advertisement industry with themes ranging from applications for solicitation and obtaining jobs, along with an image processing seminar, for advanced users.

### ■ Dream Photo Studio

Chromakey technology is used to composite the background of the universe, the sky, or the sea into your photo. The photo is then printed and given to you on-the-spot.

### ■ Family Photo Studio

You can have pictures taken of a quality only possible by professional photographers in this studio. Come by in your normal attire for a laid-back opportunity to immortalize your family smile in a portrait.

# Noteworthy Events at CP+2017

**Applications will be received at the official website from Feb. 2 (Thu) 13:00 to Feb. 13 (Mon) 17:00!**

## Keep your precious moments forever.
## SHIN SUZUKI PHOTOSTUDIO @CP+2017

**February 25 (Sat) 10:00–17:00**
**February 26 (Sun) 10:00–16:00**
**Venue: PACIFICO YOKOHAMA Exhibition Hall, 2F E205/E206**

**Free/Participants are selected by random draw in the event of too many applications.**

**Take a "precious photo" with your "precious person."**

The SHIN SUZUKI PHOTOSTUDIO—the on-the-road photo studio produced by Shin Suzuki that tours all around the country, including Shin Suzuki's hometown in Fukushima and the Comic Market—is coming to CP+2017! This is a chance to experience the biggest appeal of photography, being with your family, lover, or friends. It's fun to be shot, and it's fun to see! A photo printed in A4 size and the data is given to you after the shoot. Take this chance to be a subject and experience the real fun of photography!

★The results of the draw will be sent to all applicants by e-mail, whether they won or lost, no later than Feb. 17 (Fri).
★Same-day reservation will be available on a first-come first-served basis. Reservations will close when the scheduled quantity has been reached.

### Profile of Shin Suzuki, Photographer

Shin Suzuki was born in Fukushima Prefecture in 1980 and graduated from the Department of Photography, Faculty of Arts, Tokyo Polytechnic University. He is teaching part-time at Kanazawa University. As a photographer, he is working on advertisements for various companies, including JR East, UNIQLO, Japan Airlines, and many magazines, as well as exhibiting his own works continuously. His website contains more than 100,000 free-downloadable photos. He also has given more than 30 workshops and lectures at schools from elementary to college. His current effort is the SHIN SUZUKI PHOTOSTUDIO, taking photos of more than 10,000 people all around the country.

**Shin Suzuki's works can be viewed here:**
**http://suzukishin.tumblr.com/**

# Special Seminars for Students Aiming at Photographic Industry

**Many leading creators in the advertising industry will be presenting!**

**Presented by the APA (Japan Advertising Photographer's Association)**

## "Attitudes and Preparations for Solicitation and Obtaining Jobs": Seminar & Portfolio Reviews

Limited to students!

*Participants must be 35 years old or younger.

**Feb 26 (Sun) Seminar 13:00–14:00** Free/Pre-registration required

**Venue: Conference Center 311/312 Number of seats: 144 (tentative)**

**Portfolio Reviews 14:00–16:00**

**Venue: Conference Center 313/314** Free/Only available to the participants in the seminar

The speakers, who are top-tier creatives, producers, and photographers in the advertisement industry, talk about the knowledge and techniques required for solicitation and obtaining jobs, such as the personal qualities demanded by the industry, printing skills, and how to improve presentation skills. This seminar includes "Portfolio Reviews," where the speakers individually take the time to check the desirous participants' books and works, giving comments and feedback.

Kiyoshi Uematsu

Hitoshi Ote

Shotaro Sakaguchi

Hideo Suzuki

Tetsuro Takai

Hidekazu Maiyama

Kiichiro Yoshimoto

### ■ Presenters leading the advertising industry!

**Hidekazu Maiyama**, Photographer / Judge of the APA Awards 2017 Category of Photography
**Hideo Suzuki**, Photographer / Chief Judge of the APA Awards 2017 Category of Advertising Photos
**Hiroto Sasaki**, Editor-in-chief, Asahi Camera magazine / Judge of the APA Awards 2016 Category of Photography
**Hitoshi Ote**, CEO, hue inc. / Sizzle Director/Photographer
**Kiichiro Yoshimoto**, Photographer / Judge of the APA Awards 2015 Category of Advertising Photos
**Kiyoshi Uematsu**, Editor-in-Chief, COMMERCIAL PHOTO magazine
**Norihiro Takeyama**, Creative director, East Japan Marketing & Communications, Inc.
**Shotaro Sakaguchi**, Creative director/art director, the 1st CR Planning Division, DENTSU INC.
**Soichi Akiyama**, Art director, the 1st Creative Division, Hakuhodo Incorporated
**Tetsuro Takai**, Photographer / Chief Judge of the APA Awards 2017 Category of Photography

**Applications can now be made on the CP+ official website!**

# Take a precious photo! Photo studio project

**Take a photo of the universe or the sky! Enjoy it all with your family!**

## Dream Photo Studio

Supported by the Research Institute of Systems Planning, Inc.

Target: Age 12 or younger (with parent(s))

Free/same-day reservation available

**Feb 25 (Sat) to 26 (Sun)**
**Venue: Exhibition Hall 2F, Room E204**

Take your photo with unusual backgrounds! Chromakey technology is used to composite the background of the universe, the sky, animals, or dinosaurs into your photo. The photo is then printed and given to you on-the-spot.

* The photos are only samples.

**Reservations can be made from Feb. 2 (Thu) on the CP+ official website!**

**Professional Photographers of Japan/ Japan Photo Culture Association**

## Family Photo Studio

Pay/ Pre-registration required

Price: ¥1,000 (incl. tax)
*Same-day reservations tentatively possible, but subject to change.

**Feb 23 (Thu) to 26 (Sun)**
**Venue: Exhibition Hall 2F Concourse**

When was the last time you took family photos?
At this year's specially-created studio inside the CP+ venue, you can have pictures taken of a quality only possible by professional photographers in a studio. Come by in your normal attire for a laid-back opportunity to immortalize your family smile in a portrait.

# See what's new in Japanese advertising photography!

## APA Photo Exhibition

PHOTO YOKOHAMA

**Feb 23 (Thu), Feb 24 (Fri), and Feb 26 (Sun)**

**Free**

**Venue: Minato Mirai Gallery**

*Closed on February 25 (Sat)

From the APA Awards of 2015 and 2016, hosted by the Japan Advertising Photographer's Association, this event exhibits works by "METI Minister Award" winners and other award recipients. Additionally, the exhibition includes works by "MEXT Minister Award" winners from the "National Exhibition of Photography from School Arts and Craft Classes," which is a compilation from the "Use of cameras in arts and craft classes" hands-on lecture for elementary and junior high school students organized in collaboration with the National Formative Education Union, as well as photos shot by the students in the lectures.

Kozaburo Iwakiri, Photographer
Winner of the APA Awards 2016 METI Minister Award

# Event Overview

## CP+2017

- Dates and times: Thursday, February 23 to Sunday, February 26, 2017

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| February 23 (Thu) | 12:00–18:00 (*Press Time: 10:00–12:00) |
| February 24 (Fri), 25 (Sat) | 10:00–18:00 |
| February 26 (Sun) | 10:00–17:00 |

*Press Time is only open to members of the press, VIPs, and Press Time invitation holders.

- Venue: PACIFICO YOKOHAMA (Exhibition Hall, Annex Hall, Conference Center) BankART Studio NYK
- Admission: ¥1,500 (incl. tax) (Free admission for visitors pre-registered via the official website)
  Free admission for disability certificate holders, and children of age 12 or younger

- Organizer: Camera & Imaging Products Association (CIPA)
- Sponsor: Japan Photo and Video Accessory Association
- Supporter: Ministry of Economy, Trade and Industry/Japan Tourism Agency/Kanagawa Prefecture/ City of Yokohama/Yokohama Chamber of Commerce & Industry/Japan External Trade Organization (JETRO)
- Special cooperator: JCII Camera Museum/The Japan Newspaper Museum/Yokohama Museum of Art
- Cooperator: All Japan Federation of Commercial Photographic Materials/Camera Journal Press Club/Japan Advertising Photographer's Association/Japan Camera Industry Institute/Japan Electronics Packaging and Circuits Association/Japan Optomechatronics Association/Japan Photo Culture Association/Japan Photo Imaging Association/Japan Photographic Studio Equipment/Japan Professional Photographers Society/JAPAN TELESCOPE MANUFACTURERS ASSOCIATION/Joint PhotoImaging Enterprises Association International/MAGNUM PHOTOS TOKYO/National Astronomical Observatory of Japan/PACIFICO YOKOHAMA/Professional Photographers of Japan/The Division of Photonics An Affiliate of Japan Society of Applied Physics/The Optical Society of Japan (The Japan Society of Applied Physics)/The Photographic Society of Japan/The Society of Photography and Imaging of Japan/Tokyo Press Photographers Association/Yokohama Convention & Visitors Bureau/Yokohama Photographers Association
- Coordinator: Toppan Printing Co., Ltd.

- Main exhibition subjects

  Cameras, lenses, photo accessories, printers, photo retouching software, mobile devices, displays, projectors, photo-finishing products, photo books, printing paper, studio accessories & equipment, etc.

- Exhibitors and visitors (as of January 31, 2017)

  -Exhibitors: 121 organizations (incl. 12 joint exhibitors) (Last year: 132 organizations, incl. 15 joint exhibitors)
  -Number of exhibition booth lots: 1,116 (incl. the Organizer's Zone and media partner booths) (Last year: 1,073)
  -Number of visitors (target): 70,000 visitors (last year: 67,792 visitors)

**Contact information for inquires on this press release**
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