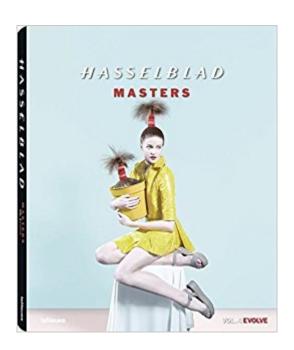
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# Hasselblad Masters: Vol. 4 Evolve





### Synopsis

Hasselblad--a manufacturer of high quality photo technology for more than five decades--has funded the prestigious Masters photography contest, which honors established top photographers and outstanding newcomers every year. In 2014, the focus is on the theme of "Evolve." Twelve photographers present their stunning images on the subject in this representative anthology. The winners were selected from nearly 4,000 applicants and were given the opportunity yo portray their ideas with high-end Hasselblad equipment. The winners were determined not only by a 24-member jury, but also by the public, who were asked to nominate their favorite images online. The selection criteria not only include ambition, imagination, and technical photographic skills but also the ability to depict emotions. In addition to the established categories such as architecture, fashion, and portraits, underwater photography was included in the competition for the first time.

#### **Book Information**

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