

PRESS RELEASE
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Imaging World 2026 Draws Around 14,800 Visitors to Nuremberg

More than 120 brands, 24 sold-out workshops and interactive playgrounds shaped the second edition of the festival for photography, video and content creation

Trying out new cameras, talking to professionals and putting their own creative ideas into practice: from October 2 to 4, 2026, the second edition of Imaging World attracted around 14,800 visitors to NürnbergMesse. Across 12,000 square meters, more than 120 brands and exhibitors presented the latest camera, video and imaging technologies. With interactive playgrounds, live shoots and an extensive program of workshops and stage presentations, the festival organized by RINGFOTO combined product innovations with hands-on photography.

“Testing cameras, discovering new perspectives, talking shop with professionals and getting started right away – that is exactly why we created Imaging World,” says Thilo Röhrig, Managing Director of RINGFOTO GmbH & Co. KG. “The response from visitors, the many fully booked workshops and the conversations at the stands show that the concept works. We will build on that.”

Try, Learn, Connect

At the exhibitor stands and in the playgrounds, visitors tested equipment first-hand and explored a wide range of subjects and shooting situations. Talks, live demonstrations and conversations with experts provided fresh ideas for their own photography. Ambitious amateur photographers, professional users and content creators engaged directly with manufacturers and specialist photo retailers.

Inspiration was the main draw for the audience: in the visitor survey, 73.5 percent named inspiration and information as their main reason for attending.

Strong Demand for Hands-On Workshops

The bookable supporting program comprised 41 workshops, 19 seminars and a multimedia show. More than half of the workshops sold out, with 24 sessions reaching full capacity. Travel and concert photography, lighting design and creative image editing were in particularly high demand.

On Friday evening, National Geographic photographers Aneta and Dirk Bleyer took the audience on a journey across Australia with their multimedia show “Australien – Ein Jahr grenzenlose Freiheit” (“Australia – A Year of Boundless Freedom”). In total, the workshops, seminars and multimedia show recorded 823 participants.

TIPA World Awards and a Stage for Young Photographers

Highlights included the presentation of the TIPA World Awards, with which the Technical Image Press Association honors outstanding products and innovations in the imaging industry. The program was complemented by a photo competition and exhibitions of work by university students.

For the first time, school classes from the region also took part in a dedicated competition. Under the motto “Nürnberg durch unsere Augen” (“Nuremberg Through Our Eyes”), students presented their photographic view of the city, with the best entries exhibited at the show. The three winning classes each received €3,000 toward a class trip.

Outlook: Imaging World and Koelnmesse Join Forces from 2027

Following its second edition, Imaging World is opening its next chapter: from 2027, the festival will continue in collaboration with Koelnmesse GmbH. The first edition at the new location will take place in Cologne as “Imaging World inspired by photokina” from September 24 to 26, 2027. RINGFOTO remains an active partner for the industry, specialist retailers and the community. Further details on the next edition will follow.

About Imaging World

Imaging World is a festival for photography, video and content creation. It combines the latest technologies with workshops, talks, live shoots and interactive playgrounds, bringing photography enthusiasts and creatives together with manufacturers and specialist photo retailers. The 2026 edition was organized by RINGFOTO GmbH & Co. KG, based in Fürth, Germany.

About RINGFOTO

RINGFOTO GmbH & Co. KG, headquartered in Fürth, Germany, is Europe’s largest cooperative in specialist photo retail, with more than 1,200 members in Germany, Austria, the Netherlands, Belgium, Italy, Switzerland and Luxembourg. It offers its partners comprehensive services, private-label brands and innovative retail solutions.

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