



Press release

IFA x Fotografiska Berlin: Bridging innovation, photography, art and culture in a new strategic partnership

Berlin, 3 July 2025 – **IFA Berlin** announces a landmark partnership with **Fotografiska Berlin**, the contemporary museum of photography, art and culture, to explore the powerful intersection of innovation, design and creative expression. This collaboration will amplify cross-industry dialogue and expand IFA's cultural footprint through a series of joint activations in Berlin.

A shared platform for creativity, technology and experience design

The partnership launches with four [Emerging Berlin](#) exhibition series at Fotografiska Berlin from July 2025 to March 2026. IFA Berlin is the lead partner of the program, which highlights rising photographers of all ages, showcasing unique Berlin stories and includes exhibition opening events and digital and physical cultural activations.

In the lead-up to IFA, the collaboration continues with **Berlin Connect** on 29 August 2025 – a networking event at Fotografiska Berlin. This gathering convenes leaders from design, media and tech, offering IFA a unique cultural platform ahead of the show.

On 6 September 2025, Fotografiska will take the **Creators Stage** at IFA Berlin with a **co-curated panel** hosted by Yousef Hammoudah, Global Vice President of Brand Development & Community at Fotografiska. The session will explore how creativity, technology and photography converge to shape future narratives.

That evening, an **Exhibition Takeover** invites IFA's audience to Fotografiska Berlin for a vibrant cultural experience that merges art, music and community – a public-facing celebration.

Where photography, art and culture meet innovation

'The collaboration with Fotografiska once again underscores that IFA is not just a tech event, but a cultural event – a place where technology meets culture and creates space for dialogue across industries. Together, we put creativity and human experience first and drive innovation forward,' says Leif Lindner, CEO of IFA Management GmbH.

'This partnership is rooted in a simple conviction: technology alone doesn't shape the future – culture, ideas and artistic vision do,' said Yoram Roth, Executive Chairman of Fotografiska. *'Together with IFA Berlin, we're creating a space where photography, art, technology and critical discourse meet and we're looking forward to what can emerge from that exchange.'*

The partnership between IFA Berlin and Fotografiska brings together two pioneering institutions, creating a bold new platform for collaboration at the intersection of innovation, photography, art and culture. Through this alliance, both partners aim to inspire, engage and shape the future of creative technology, photography and content creation.

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