

## **PRESS RELEASE**

### **CeWe Color top photo event on Spiekeroog**

#### **CEWE PHOTO BOOK winners experience a picture book photo weekend**

**Oldenburg, 25 November 2009** – Together with CeWe Color, the winners of competitions for readers and photo competitions spent an unforgettable photo weekend on the North Sea island of Spiekeroog from 20 to 22 November 2009. In addition to impressive photo hikes, the programme included informative practical courses in which participants were given advice from professional photographer Robert Geipel on how best to take photos and how to creatively design CEWE PHOTO BOOKS.

#### **Attractive media cooperation**

In cooperation with the editorial staffs of Lisa, Bunte, Jolie, Fitforfun, Freundin, Kinder, Nordwest-Zeitung and the organiser of the "Night of Museums" in Oldenburg, CeWe Color, Europe's leading photo service company, offered exclusive places for the photo event on Spiekeroog as the main prize. Last weekend the happy winners were spoilt from 20 to 22 November 2009, enjoying interesting days with an attractive programme involving special photo hikes followed by a CEWE PHOTO BOOK seminar.

#### **Spiekeroog full of passion**

During the hikes through the pure, natural environment of Spiekeroog and a ride to Frederikenwald and through the salt meadows in a horse-drawn carriage, the participants were given many useful tips to train their photographic vision. In order to be able to design a CEWE PHOTO BOOK with their own photos afterwards, the winners took impressive photos of landscapes with their cameras – wonderful atmospheres in the early-morning fog and in the evening "twilight hour" as well as artistic close-ups and portrait photos. The participants relaxed in their hotel in the evenings, in the exclusive atmosphere in the Apart Hotel and residences of the "Spiekerooger Leidenschaft". Guests were well taken care of by the "Spiekerooger Leidenschaft" service team headed by Karsten Jeß, Operations Manager, during the photo event.

The photos were uploaded on the computers in the media room of the Künstlerhaus Spiekeroog at any time of day and then viewed and processed for designing a personal CEWE PHOTO BOOK. Even the inexperienced photo enthusiasts among the participants went about designing their CEWE PHOTO BOOK, using the many options offered by the CEWE PHOTO BOOK software. The much-awarded order software can be downloaded free of charge at [www.cewe-fotobuch.de](http://www.cewe-fotobuch.de).

#### **Interest in photography generated**

As newcomers to photography, the winning family in the competition for children, Adrienne (25) and Stefan Trnka (26) and their son Julian (2) from Erdweg/Welshofen captured their holiday on Spiekeroog in many beautiful photos. During the joint photo excursions, they were given compact photographic know-how to improve their photos. Photos taken from different angles, in individual sections of photos with soft light on a misty day or the "twilight hour"

when the sun sets – the Trnka family became more and more enthusiastic about photography as they viewed their photos.

### **Photo shoots with an "aha experience"**

Susanne Steinbach (28) and Frank Thiemann (46) from Cologne, winners in the Lisa competition for readers were inspired to take photos at the portrait shoot on the beach. They took photos of one another, getting the light just right like the professionals, with brighteners, small reflectors to light up faces better so that eyes don't disappear into the shadows. Doris Langer (45), winner in the Jolie competition from Gütersloh, developed a fine feeling for the right moment to take a photo, discovering for herself situations that had until now been overlooked in the dunes, on the beach and in the village. She was completely surprised when she viewed her photos on the computer: "You have to learn to see the motif. I'd never have thought that what frequently appears to be so nondescript can be so attractive. For me, Spiekeroog was something like an opportunity to learn to see.

### **Photo enthusiasm for the young and the old**

Katja Lür (38) from Hannover-Garbsen, winner of the Freundin competition, arrived with her husband Markus (41) and her five-month-old son Nico and became really enthusiastic about photography. "We learnt a lot of new things about photography. The many tips and hints we got from Robert Geipel are quite remarkable." Susanne Frenz (41) from Zwischenahn and her sister Regine Pfretzschner (45) from Jaderberg agreed: "The photo event on Spiekeroog was an all-round success. We have found even more enjoyment in photography." Petra Müller (42) from Rastede feels the same. Together with her daughter Sophia (14) she was among the most industrious photographers on this weekend, skilfully making the most of the numerous creative options offered by the order software when designing their CEWE PHOTO BOOKS.

### **Stylish close**

There was a flurry of camera flashlights on Sunday morning when all the participants got together for a group photo shoot and to sing happy birthday to Sophia, who turned 14. The participants were given a personal CEWE PHOTO BOOK full of memories as a souvenir to remind them of a fantastic weekend. Dr. Hella Hahm, CeWe Color press spokeswoman, sums it all up: "For the participants, being on the island here was more than merely redeeming the prizes they had won. For each of them the here time was informative and eventful. I am delighted to see that participants took their photos with a great deal of pleasure and commitment and how easy-going they were when it came to designing their own personal CEWE PHOTO BOOK. Even artistic wall calendars, imaginative photo puzzles and striking photo canvases were made with the personal photos."

The island of Spiekeroog, with its many interesting images and impressions, is the ideal place for amateur and professional photographers to spend time during any season. "We chose Spiekeroog and its "Künstlerhaus" as the venue for the CeWe Color photo weekends because those interested in photography can pursue their artistic ambitions in complete peace and quiet." Dr. Hella Hahm emphasises.

### **Information available at:**

Galerie und Künstlerhaus Spiekeroog GmbH, Achter d' Diek 3, 26474 Spiekeroog  
service@kuenstlerhaus-spiekeroog.de, www.kuenstlerhaus-spiekeroog.de

More information about CeWe Color and picture material about the event is available at [www.cewecolor.de](http://www.cewecolor.de). The CEWE PHOTO BOOK software program can be downloaded free at [www.cewe-fotobuch.de](http://www.cewe-fotobuch.de).



Dr. Hella Hahm, press spokeswoman with CeWe Color, and Karsten Jeß, Operations Manager, Spiekerooger Leidenschaft Apart-Hotels & Residenzen, made sure that the CEWE PHOTO BOOK course was a huge success.



The CEWE PHOTO BOOK winners of a feel-good weekend on Spiekeroog



Professional photographer Robert Geipel shows participants how best to take photographs and design a personal CEWE PHOTO BOOK with the photos.



In the media room of the Spiekeroog Künstlerhaus, Doris Langer, with Robert Geipel, was positively surprised by her photo results



Petra Müller was seized with enthusiasm for photography during the event.

**Should you have any queries, please contact:**

CeWe Color AG & Co. OHG

Dr. Hella Hahm

Tel.: 0441 / 404 - 400 (Secretary - 234) or 0171 / 34 50 530

Fax: 0441 / 404 - 421

Email: [hella.hahm@cewecolor.de](mailto:hella.hahm@cewecolor.de)

Internet: [www.cewecolor.de](http://www.cewecolor.de) or [www.cewe-fotobuch.de](http://www.cewe-fotobuch.de)

**About CeWe Color:** Photo service company CeWe Color, with 13 highly-technical production operations and a staff of around 2,800 employees in 24 European countries, is both market and technological leader. The company supplied around 2.6 billion photos, more than 2.6 million CEWE PHOTO BOOKS and photo gift articles to more than 50,000 retail partners in 2008. In 2008 turnover amounted to EUR 420.0 million. CeWe Color is “first mover” in the launch of new digital technologies, for example ordering digital photos in the Internet or with the help of order terminals (DigiFoto Makers) in retail stores. Sales of personalised CEWE PHOTO BOOKS are developing extremely well. In 1961, CeWe Color was founded

by Senator h.c. Heinz Neumüller. The company went public under the leadership of Hubert Rothärmel in 1993. CeWe Color Holding AG is listed on the SDAX.