



## COMMUNIQUÉ DE PRESSE



## THE SALON DE LA PHOTO 2024, A SUCCESSFUL EDITION!

On Sunday, October 13, the Salon de la Photo closed its doors, bringing to a close a successful edition, rich in original events, at the Grande Halle de la Villette in Paris.

With its unique status in Europe, bringing together the general public, professionals and content creators, the Salon welcomed 104 exhibitors representing **171 brands**, including Canon, Epson, Fujifilm, Leica, Nikon, OM Digital Solutions, Ricoh, Sigma, Sony, Tamron, Tetenal... (i.e. 36% more brands vs. 2023).

**With over 36,823 visitors , an increase of 2.5% vs. 2023**, the Salon de la Photo confirms its place as a must-attend event. Exhibitors emphasized the quality of the visitor base and the strong presence of a new, increasingly younger public.



**The world's largest photo and video studio** brought a new global experience to **the show**, **presenting over 200 events** during its 4-day opening to the delight of the public with meetings, workshops, equipment tests and exhibitions.

Photo enthusiasts also praised the quality of the discussions organized on the 3 different stages for amateurs and professionals: **Les Grandes Rencontres, La Scene Live and the Forum des Pros conferences**. Brands were able to attract large numbers of visitors to their stands with numerous events, great encounters with their ambassadors, the chance to discover their new products and to test equipment in real-life conditions.

The show was also seen as **a real buying opportunity**, with the presence of three leading distributors: Camara, Cirque Panajou and Fnac.

**The immersive Photo Spots** workshops (Nature, Movement, Macro, Lightpainting, Studio and Architecture), organized by the Salon de la Photo, were also a great success.

The Salon de la Photo offered **a rich artistic program**, curated and orchestrated by its artistic director Simon Edwards :

La Grande Exposition, devoted to **"La Collection photographique de la Fnac, en dialogue avec le Musée Nicéphore Niépce"** - **"The photographic collection of the FNAC in dialogue with the Nicéphore Niépce Museum."**

**Les Zooms** presenting the winners of the emerging photography competition,

**"Paris capitale des sports"** with 25 photos of sportspersons in Parisian landmarks, in partnership with Gruissan Sport Photo and AFP,

**"Sport & Food"** in partnership with the Festival International de la Photographie Culinaire FIPC 2024,

**"The Levitation Project"** by Mathieu Forget,

**"The winners of the International Nature Photography Competition"** with Montier Festival Photo,

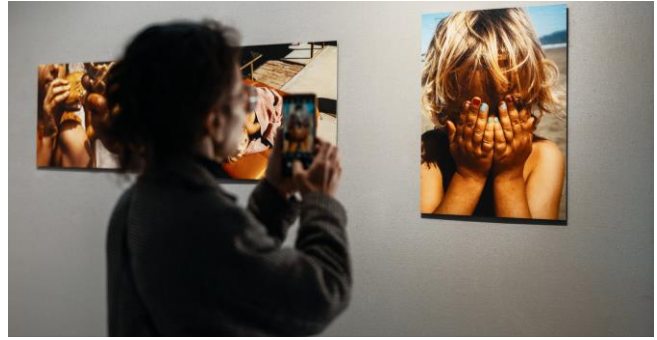
and **'Aux armes et cætera, les blessures de l'âme des Soldats français'** by Jérémy Lempin for the association Visa pour l'Image-Perpignan and the Centre International du Photojournalisme Perpignan (CIP).

These exhibitions were a great success with a very wide audience.

Lastly, for the first time, **a second-hand and antique photographic cameras market** was organized by Salon de la Photo in partnership with **the Foire internationale de la photo de Bièvres**. This unique event attracted a large number of visitors all day on Sunday.

**See you next year for a new edition of the Salon de la Photo**

**from October 9 to 12, 2025.**



Link to download photos of the show:

<https://www.flickr.com/photos/198557193@N08/sets/72177720311880336/>

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