



## Even more lively business fair

### The theme “ Wa 和 to 輪 ”

■ Next year 2025 is the year which is the 15th anniversary of PHOTONEXT, we had a theme of “ Go forward into the new future” in this exhibition in 2024 this year, and try to continue to our great purpose for the next year.

■ For the next year, we have decided a theme for the next exhibition ; “ Wa ~ (we have some meaning of “wa”, meanings are different depend on Kanji character) Wa ① =Japan /the harmony and the peace to Wa ② = the circle /to make a circle -” (a reference quotation: The harmony is the greatest of virtues. - it was built at the wish of Prince Shotoku, in 604) May the world would be round and peaceful.

■ We have a wonderful culture, for example, it is Kimono. We hope to try to spread Kimono-clothing culture not only in Japan but also for overseas. To take photos of Kimono-clothing is a lot of fun for us, and it makes us exciting. Then the conversation and communication developed naturally, talking about the Kimono culture and the photo.

■ PHOTONEXT2025, We, the organizers are thinking to become a bridge in various field beyond the industry. We set the theme above, and try to convey our gratitude to many people who support PHOTONEXT, with all employees, exhibitors, and guests to celebrate 15th anniversary for the great passing point in the next exhibition, and to mutually confirm and share firmly that together, everyone will go forward to the next stage.

■ On a talk show in the organizer’s pavilion, which is started for the first time, the photokeeping organization is advocating and said, “What was born, what changed and what remind for us in this year ? It IS everyone who came to venue, will lead the way.”

■ Recently, with the spread of digital cameras and smart phone, more and more people are taking photos, but fewer people are printing them and looking at them. The means by which people “ seeing photos” are changed year by year. But, we are thinking that we should print the photos we take, sort out them, and “seeing” these photos, “connecting” these for OUR “Memories.” Doing these actions will lead to “increasing the value of photos.” We try to make a circle of life.

■ We would like to reconsider the fundamental aspects of business, such as “why we take photographs” and “for whom we print them” .

■ In 2025, we would like to look back on PHOTONEXT’s history and use it as a new starting point for our next 20th anniversary.

## A festival-like planning stage

■ Next year, 2025 is the 15th anniversary of PHOTONEXT. PHOTONEXT is an annual exhibition event. We would like to make the next event even more enjoyable event. For example, we have many ideas, such as a fashion show with new costumes on a runway, a touch-and-try of the latest mirrorless cameras, and a corner on the value of form. We also would like to create a place (just like a cafe) , where everyone can relax and enjoy talking with heart-warming harmony.

■ Right now, we are coming up with lots of ideas and making plans. We want PHOTONEXT to be a place of great harmony and unity for everyone, so that it will be an even better place than ever before, for meeting the new people and finding the business opportunities. We try to make “ Wa” ( a circle)’s place.

■ We plan to advertise “PHOTONEXT Official Ambassadors” to promote PHOTONEXT in 2025 as well. The main theme, “Wa - Harmony and Unity -” includes elements that will lead to the dissemination of information to the world. We are thinking that spreading PHOTONEXT is important not only in Japan but also to the world. Details about the official ambassador recruitment will be posted in future issues of the Photonext newsletter “NEXT INFO” and on the recruitment website, so please stay tuned.

■ The 15th anniversary of PHOTONEXT is a time to create and develop together with everyone. Let’s make PHOTONEXT2025, with organizers, exhibitors and visitors can come together to learn and realize new things, and make full of smiles with photos ever after.