

PHOTONEXT 2024

The date of event: June 11(Tuesday) - June 12 (Wednesday) 2024

The date of the preparing day: June 10 (Monday)

The exhibition place: Pacifico Yokohama Hall B

The place of co-sponsored Study Session by industry group:
Meeting rooms in 2nd Floor in Pacifico Yokohama

The number of exhibit companies and the number of the booth:
96 companies, 232 booths

The number of visitors (the number of registration in the reception)
June 11 (Tue) : 5,381 (5,039- last year 2023)
June 12 (Wed): 3,752 (3,683- last year 2023)
total: 9,133 (8,776- last year 2023)

The overview of the event;

PHOTONEXT 2024 was held by Promedia Co.Ltd as an organizer and The Photo-Sensitized Materials Manufacture's Association, Japan Photo Imaging Association, Japan Photo and Imaging Accessory Association as organizer's groups.

the theme of

“Photographers and Photo business Fair “

This exhibition, it was held as aimed : to stimulate the market and expand demand in the fields of photography and distribution of photography-related products, and to raise the level of professionals and business people involved in photography through exhibitions and study sessions, to provide consumers for related photography and photo-video industry's latest information with the rich joy and to develop the industry that contributes to creating a fulfilling lifestyle.

This event has been 20th event since “ The Studio Photo Fair “ is former name of PHOTONEXT , and it has been 14th event since PHOTONEXT which the new name has started, and 15 companies had joined us as new exhibitors this year.

There were about 40 programs for the study session this year. Many visitors joined the study session and also visitors could stay in the exhibition halls and went around booth, as long as they could.

Visitors number was increased compared the last year.

• The theme of 2024 was “ Go forward into the NEW future” (~ the value of preserving memories and records) The pavilion which we established newly, was proposed as “ beauty × photo” and “ the value of type(katachi)” is the origin of the name of “ Beauty and Printing” is going forward to the new future for the photo business.

We widely disseminated the world of AI-driven photography and the the significance leaving it in print, cutting-edge information through exhibits and seminars (study sessions).

Visitors Class

Phot studio 33% (41%)

Photographer 21% (23%)

Manufacture, Trading company, Laboratory 19% (12%)

Ordinary people, Students 5%(9%)

Bridal industry 6% (3%)

Design, Publishing, Printing 4% (4%)

Camera shop, Photo shop, DP shop 4% (4%)

IT, Communication related business 1% (3%)

Fashion 4% (1%)

Electronics retail store 3% (1%)

*()= last year

This year, female and younger visitors are more increasing than the previous year.

The reason the number of manufacturers and trading companies increased was because there were many visitors from outside the photography industry. In the bridal-related field have been drawing increasing attention to photo-plans for the enhancement of new service.

The Press

During the exhibition period, about 20 mass media companies, including newspaper companies, camera magazines companies, and photo industry journal trade paper companies, visited interviewed us.

The Exhibition Hall B

The exhibit of exhibitors

The exhibition hall was showed the latest photographic equipments, albums, soft-wears, printing services, and related supplies.

Business equipment and solutions were proposed by manufactures trading companies, laboratories, distributors, and involve in the field of professional photography in Japan participated , and offering the latest information to a wide range of people, including photo studios, photo shops, DP shops, photographers, the bridal field, consumer electronics mass retailers, publishings, printings and designs.

New exhibitors and regular exhibitors all try to introduce new goods and services to visitors and visitors are very interested in the all booth, the hall was crowded with many people.

For example, some exhibitors attracted attention by proposing image retouching using AI, which is currently a hot topic, and there were also cases where new photography equipment was exhibited and gained popularity among YouTubers. It was also a hot topic that major electronics manufacturers and printing companies, which were exhibiting for the first time in several years set up large booths.

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The Main stage

Up until now, the stage was divided into two stages to hold seminar lectures based on the major themes that symbolize Photonext, but this time we have consolidated it into one stage.

The keynote speech was a message to the next generation of young people. The theme was "What photographers should do in the future?", it was suggested by the president of the Japan Professional Photographers Society, is cooperating organization.

And others are performed a study stage that is practical skills for how to use cameras and strobes to take pictures of people more beautifully. Also it was held Official Ambassador Award Ceremony (described below), the another awarding ceremony of Japanese Photography prize and WPC(World Photographic Cup)

The Organizer's Pavilion

- "Regarding "Beauty x Photography," one of the themes of the newly established corner, hairdressers planned a seminar in conjunction with booths of companies that operate multiple beauty salons and cosmetics shops. In addition, we also did a live shoot of the choreography in traditional Japanese clothing.

- Another theme is the value of the type (style)- Katachi. These days, in recent era, taking photos with digital cameras and smartphones has become commonplace and digital records are increasingly being kept, but the importance of preserving photos as print, they emphasized in the exhibitor booths and in study sessions (seminars).

- Inside the corner, a board was displayed by 20 people from the industry . That was written in “The value of preserving photographs in a tangible form.”

During the exhibition, they set up a question board, and asking visitors to answer questions such as “Do you think there is value in preserving photographs in a tangible form?” and “Do you preserve photographs in a tangible form? (Do you develop the film?)” The results showed that most people answered "yes" for both questions.

The Study-session room

The open study sessions(seminars), which were mainly conducted by exhibitors, not just a way to promote their own products, but also invited speakers introduce their new products, were attracted many visitors.

Seven companies entered this year, study sessions (seminars) were held on cutting-edge photo business, focusing on photography techniques.

- In addition, a lecture on the theme of "Photo Archives, Digitization, and Copyright" was also planned, sponsored by the Japan Photographic Copyright Association, a cooperating organization.

It was a good opportunity to learn about photo copyrights, which is important for us, to understand in the age of AI.

The Outlet area

This is a popular sales corner where exhibitors sell products other than their current products.

This year, 25 companies set up sales booths, two more than last year, and photography equipments, accessories, and many costumes such as long-sleeved kimonos, dresses, and children's clothings were on sale.

Both days were crowded with visitors, looking for bargain products.

The Gallery

- The gallery held the "Children's and Camera Photography Exhibition" and the "Japan Photography Studio Award Winning Works Exhibition," which attract many visitors every year, and this time there was also a "photo exhibition" by members of the Japan Photographic Copyright Association in a corner which is related to the association.

PHOTONEXT Official Ambassador and Kabuki Performance

Two official ambassadors and one special award winner were selected after a rigorous screening process from among the many applicants, same as the last year. Mr. Tessai Kobayashi was in charge of the photography planning.

The Grand Prix winners were on brochures and posters as the official visual, and were also displayed on outdoor signs during the event.

The winners were also featured in the monthly magazine which was published by the organizer.

They contributed to the excitement of the event.

The awards ceremony was held on the "main stage" on the first day of the exhibition. The Grand Prix winners performed a kabuki performance on the stage, and it was created a lot of excitement.

Others

The study session with fee

5 study sessions were held in the Meeting rooms in the second floor on the exhibition hall. Most of rooms and seats were full of visitors and audience.

The study session related photo industry

It was held related photo industry group session ;

3 study sessions were held by Japan Photo imaging association in June 11th and 5 study sessions were held by the Society of Photography and Imaging in June 12th.

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Sponsorship/ special sponsorship/ Cooperation

Sponsorship; The city Government of Yokohama , Tokyo Metropolitan Government

Special sponsorship; The Japan Photo Studio Equipment
Cooperation;

Camera Journal Press Club

Public interest Incorporated association of International Culture College

National Commemorative Photo Business Cooperative Association

All Japan Federation of Photographic Material Merchants Association

Japan Camera Foundation

Japan Advertising Photographers Association

Japan professional Photographers Association

Photographic Society of Japan

Cooperative Professional Photographers of Japan

Japan photographic association

Japan Society of Photographic Arts

Japan Photographic Copyright Association General Incorporated Association Japan

Photography Culture Association

Go forward into 2025

Next PhtoNext exhibition ;

June 10th (Tue), 11th (Wed) (the preparing date is June 9th)

place: Pacifico Yokohama exhibitions Hall B

Main organizer and organization group are continue to regularly held executive committee meetings once a month to prepare for the event. Organizers are going to try holding more fulfilling fair, based on good various planning and preparation work in the executive committee to make this exhibition better.