

PRESS RELEASE

House of Pictures becomes part of Image Professionals

Munich/Copenhagen, September 24th 2019: House of Pictures, the Copenhagen based interior and lifestyle feature agency, will become a brand of Image Professionals GmbH on October 1st, 2019. Pernille Schlosser, the founder and Managing Director will remain on board and in charge of the widely recognized boutique agency.

House of Pictures, founded by Pernille Schlosser in 2000, is matching feature stories with high-end lifestyle publications around the world. The Danish agency is uniting the creative works of over 250 interior photographers, well-known writers and experienced stylists from Scandinavia and beyond. House of Pictures licenses their premium feature stories to specialized magazines, books and other publications.

Image Professionals is the leading European group of specialized photo agencies. The Munich based company owns and operates several well-known agency brands such as StockFood, living4media, seasons.agency and lookphotos. Image Professionals also exclusively licenses the collections of PhotoCuisine and UK's market leading Science Photo Library in selected markets.

House of Pictures will be maintained as an independent agency brand under the roof of Image Professionals. Founder Pernille Schlosser, who will stay on board, is looking forward to the future: "For almost 20 years I have been running my boutique agency with a strong sense of independence. Joining a larger structure will allow me to combine the personal approach with the possibilities and synergies of a proven market leader. In the future I will be supported by many new colleagues while being able to concentrate on creative work and my many long-standing clients."

Martin Skultety, CEO of Image Professionals GmbH, is welcoming the new member agency: "It's been obvious since day one that this is going to be an amazing combination. Our visions are totally in line and we are sharing the exact same values. Our plan is to take House of Pictures to a different level. Joining forces will unchain many new opportunities to the benefit of the creative community of House of Pictures."

House of Pictures will integrate into Image Professionals GmbH on October 1st, 2019. Going forward Image Professionals will provide technology, marketing, keywording and administrative tasks to allow House of Pictures to entirely focus on its core content expertise.

About Image Professionals:

Image Professionals (www.imageprofessionals.com) is the leading group of specialist image agencies on the international picture market. The company is based in Munich and originally emerged from StockFood, today's global brand for professional food photography. Image Professionals are represented in 55 countries and cooperate with tens of thousands of professional image buyers around the world.

Image Professionals agencies are among the leading providers in their respective market sectors (home, beauty, garden, health, etc.). The concept of licensing highly specialized niche content, each with its own team of specialists and on separate branded platforms, has made Image Professionals become one of the most successful European photo agencies.

Image Professionals employ around 65 people at its headquarters in Munich and at its branches in Maine (USA) and London (UK). The agencies of Image Professionals are represented on all continents by a network of partner agencies. The company has been acquired by Hubert Burda Media in 2016.

About House of Pictures:

House of Pictures (www.houseofpictures.com) was founded by Pernille Schlosser in the year 2000. The boutique agency is marketing more than 3.000 feature stories about Europe's most stunning houses, outstanding interior design projects, Nordic architectural trends, stylish decorations, outdoor life, gardening and great food. The extensive catalogue of high-end content for interior and lifestyle publications is originating from creative projects of approximately 250 professional contributors primarily from Scandinavia.

The House of Pictures office is situated at Nørrebro in the trendy and vibrant part of Copenhagen, Denmark.

In connection with reporting on Image Professionals, we will provide you with image material of your choice free of charge on request. Your contact person for further information:

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