

## PRESS RELEASE

### StockFood takes over travel photo agency Look

*Munich, March 20th, 2019.* On April 1, 2019, StockFood GmbH will take over the German travel photo agency Look. All employees, including their long-standing customer advisors and photo editors, will join the StockFood team.

For decades, Look (lookphotos.com) has been known as the leading German travel photo agency. From the very beginning, the name "Look" has been synonymous with the group's mission. The agency was founded in 1989 in Munich by a small group of professional travel and sports photographers. Look photographers aimed to see the world through different eyes. No journey would be too great to keep them from taking the best photos from around the world and bringing them to you. Over the course of 30 years, Look has developed into one of the most sought-after specialist providers of high-quality travel and outdoor photography. The collection is focused on professional travel photos from around the world and is comprised of about 700,000 exclusive images.

Starting in April 2019, Look will be integrated with the professional agencies that operate under the umbrella of StockFood. StockFood will be taking all employees on board and continue to run Look as an independent brand within its broad portfolio. Following a complete relaunch in April 2019, the website [www.lookphotos.com](http://www.lookphotos.com) will gradually be enriched with many new functions. Look's popular place within the Picturemaxx portal will continue and be expanded.

Within the stock photo industry, StockFood is the only global market leader from Germany. The agency is represented in 18 countries by its own representatives and is originally known to be the world leader in food photography. StockFood was founded in Munich in 1979. Today, the company operates a number of other specialized premium agencies. Each of these agencies is among the leading providers in their respective sectors (home, beauty, garden, health, etc.). The concept of marketing highly specialized niche content, each with its own team of specialists and on a branded technological platform has made StockFood one of the most successful European photo agencies.

Martin Skultety, Managing Director of StockFood GmbH, says: "We are delighted to add Look as another outstanding special collection to our portfolio of niche agencies. Look represents passionate travel photography. A multitude of incredibly talented photographers continue to discover our planet from new perspectives. Look photographers are taking us along on their journeys and invite us to marvel and dream. Our goal will be to inspire many more premium image users to literally take a look and to further expand the digital marketing channels for Look photographers."

Thomas Wild, Managing Director of Look GmbH, emphasizes: "We are handing over Look to a very renowned photo agency and trust StockFood completely on their future path. No other agency has a similar track record of successfully marketing niche photo collections. All our founders and the many long-standing photographers are looking forward to exciting developments in the coming years".



## **About StockFood:**

StockFood is the world's leading food specialist among photo agencies. Creative professionals from media, marketing, and advertising will find the world's largest premium collection of photographs, videos, and features from over 1,700 renowned professional photographers and video producers at [www.stockfood.com](http://www.stockfood.com). Besides food photography, StockFood owns [www.living4media.com](http://www.living4media.com) (agency specialized in living and home content), [www.seasons.agency](http://www.seasons.agency) (specialized in beauty photography), the garden image agency [www.friedrichstrauss.de](http://www.friedrichstrauss.de) and [www.science-photo.de](http://www.science-photo.de) (specialized in science, medicine & health).

*For news coverage on StockFood / Look we provide you with free images of your choice. Just get in touch.*

## **Your contact for further information:**

### **StockFood GmbH**

Nicole Kroesen

Director Marketing & HR

+49 (0)89 747 202 42

[nicole.kroesen@stockfood.com](mailto:nicole.kroesen@stockfood.com)

Tomblingerstr. 32

80337 Munich

Germany

[www.stockfood.com](http://www.stockfood.com)