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### Editor's letter

**N**ikon has turned 100! To celebrate a century at the sharp end of history, we've put together a timeline of the greatest Nikon stories – from reporting wars to space exploration. And we're not just looking back in this issue, but also to the future. In Trend Forecast, two futurists tell us what's next in photography and in Expo we showcase the best of the next generation of photographers, who'll shape photography in years to come.

We also thought it was the perfect time to introduce *Nikon Pro's* brand new look, reflecting the rapid transformation of this exciting industry. One thing is clear, photography is bigger, offering more possibilities than ever before, but change brings challenges as well as opportunities. It's our mission to have our finger on the pulse to keep you up to date with the latest developments and to showcase the most inspiring work.

**Sonja Klug, editor**

### On the cover

Fashion photographer Elliott Wilcox shot the latest campaign for Urban Outfitters.

D810, AF-S NIKKOR 35mm f/1.4G, ISO 800, 1/160s @ f/4

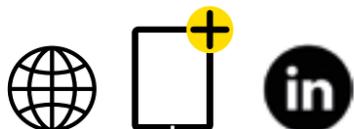
## NEWS & VIEWS

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- 4 **Nikon's birthday**  
This summer Nikon turns 100. To celebrate, they've launched a website, anniversary products and even a Nikon museum
- 8-9 **Trend forecast**  
Futurologist Ben Hammersley believes we'll all have to adapt in the age of digital fame
- 10-13 **Product news**  
Nikon launches an ideal second body, the D7500, and the AF-S 28mm f/1.4E ED, AF-S FISHEYE NIKKOR 8-15mm f/3.5-4.5E ED and AF-P 70-300mm f/4.5-5.6E ED VR
- 5-7 **News**  
Robot-controlled Nikon cameras at the World Athletics Championships, a sweep of awards and Nikon's Frank Zuidweg on the state of the industry

The symbols below indicate there's extra relevant content to be found online, in the *Nikon Pro* tablet edition or on LinkedIn.



### Nikon Pro

#### Free tablet edition

*Nikon Pro* is available as a tablet edition with all your favourite features plus extra multimedia content. Download from the App Store and through Google Play now.

You can subscribe to the print version of *Nikon Pro* by visiting: [cedarcom.co.uk/nikonsubs/](http://cedarcom.co.uk/nikonsubs/)



*Nikon Pro's* tablet edition won the title of Customer Magazine Of The Year in this prestigious competition.

## INSPIRATION

- 14-19 **Pep Bonet**  
When the award-winning NOOR shooter partied with a group of rockers in Botswana
- 20-25 **Florian Smit**  
This German pro embraces diversification – from selling fine art prints to teaching workshops
- 26-31 **Rosita Lipari**  
Is making a name for herself in her native Sicily as well as abroad with her candid wedding shots
- 32-43 **Expo**  
Aurel Salzer  
Lars Hübner  
Tomke Roolfs  
Matthew Cattell  
Christian Goenaga  
Kolja Warnecke  
Ellie Gillard  
Elliott Wilcox



## KNOWLEDGE



- 44-45 **Technique**  
Armand Dijks brings waves and clouds to life with his mesmerising cinemagraphs. Here's how
- 46-49 **The big issue**  
In the first of a three-part series on mastering social media, experts give their top tips for making your posts stand out
- 50-53 **100 years of Nikon stories**  
From the groundbreaking Nikon gear used in space to Steve McCurry's *Afghan Girl*, here's to 100 years of great achievements