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Press Release

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Hasselblad's H4D-40 Ferrari Edition nominated for major design award

The iconic Hasselblad H4D-40 Ferrari Limited Edition camera has been nominated for the German Design Award – ahead of the IFA (Internationale Funkausstellung) trade show for consumer electronics and home appliances (Aug 31-Sep 5).

Now the 21,499 Euro masterpiece will be exhibited at the Berlin show – the biggest of its kind in the world and visited by almost a quarter of a million people last year.

Hasselblad will sell just 499 units of its H4D-40 Ferrari Limited Edition which comes painted in Ferrari's own 'rosso fuoco' and sports the legendary Ferrari Racing Shield emblem. The camera itself boasts all the Hasselblad H4D-40 model features, including the company's world-acclaimed True Focus technology. It ships with an 80mm lens and its own, bespoke glass display box.

The German Design Award is the international premium prize of the Rat für Formgebung (German Design Council).

Uwe Moebus, Managing Director Hasselblad Germany said: "We are delighted to have been nominated in the 'Lifestyle' category of this prestigious design awards programme, which is celebrated and revered the world over for its commitment to product design excellence.

Just to be nominated is an honour in itself because you can't just submit entries to these awards. The German Design Council selects the product shortlist – and its members are committed to the unassailable principle that design is a crucial component for business and cultural success."

"We teamed with a legendary supercar brand to engineer a supreme camera that not only looks stunning but provides the ultimate in quality and performance – just as customers would expect from both Hasselblad and Ferrari."

The German Design Council runs a total of ten categories in its programme including Lifestyle – which encompasses leisure, entertainment and communications technology. Other categories include: industrial goods and materials; architecture and interior design; audio-visual and digital media, print media, and transportation and public space.

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