

London's best mobile photographers on show at 'Iconic London' 12-16 December

Submitted by: The Rabbit Agency

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December 12th sees the launch of 'Iconic London 2012' at the Truman Brewery on Brick Lane.

Taking place until 16 December, this exhibition showcases the work of some of the best London-based mobile photographers., with their images previously having appeared on Instagram, the 100+ million strong social network

Hosted by local Instagram community Instagramers London Instagramers London (<http://www.instagramerslondon.com/>), the exhibition will feature the work of thirty influential 'IGers', who will each be presenting their own unique vision of London throughout 2012.

The exhibition will also feature images from the winners and finalists of Instagramers London's year-long Iconic London image challenge, with all finalist images available for sale in aid of the Royal Marsden Cancer Charity.

Iconic London 2012 is the second exhibition hosted by Instagramers London; the first was My World Shared (<http://www.myworldshared.com/>) in October 2011, which received high acclaim as the first of its kind in Europe.

This second event aims to be bigger and better, and takes a retrospective look at life in London during 2012, a key year in the history of our capital city.

Some of the worldwide Instagram community's most influential users will be on hand to share some of their mobile photography expertise, including Phil Gonzalez (creator of the Instagramers.com network of worldwide Instagram community groups), Yvonne Bouman (one of the organisers of Instagramers Holland) and Thomas Kakareko (an influential mobile street photographer from Berlin).

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- More about Instagramers London

Our community group was brought together on 24 March 2011 at the first worldwide Instameet set up by the, then, new app called Instagram.

Since then over 300 community groups across the world have been formed under the umbrella of the independent Instagramers network.

The group meets on a regular basis, allowing Londoners (and visitors) with a mobile device the opportunity to meet like-minded devotees of the app and share their love of mobile photography.

- More about the Iconic London Challenge

Throughout 2012 Instagramers London has held monthly contests asking Instagram users to share their most iconic images of London, with a different theme every month. Over the course of the year 13,000 images were submitted over an 11 month period, and from the monthly winning images, an overall winner will be chosen to win a luxury weekend stay for two courtesy of NH Hoteles.

- Our Sponsors

Supporting the event will be companies who have embraced the new world of mobile photography by offering innovative products and services, and we are pleased to be joined by Europe's biggest online photo printing service Photobox, who are themselves delighted to use our event to announce their biggest photo contest to date, Motographer of the Year 2012!

Other companies lending their support to the event are The Color, Boothnation, Company, NH Hoteles, Tsingtao Beer, Lamb's Navy Rum, MOO.com, Olloclip, Casetagram, Bubblepix, WeHangIt, Stickygram, Printstagram and Printagreat, many of whom will be at the event.