

# AE ACADEMY 2017

COLLI DEL TRONTO (AP)  
18/19/20 NOVEMBRE 2017

Photo credits: Flavio Bandiera



2018-03-21

## 'Our mission is to give value to memories'\*

\*Andrea Mainetti, CEO, Album Epoca

During the three days of AE Academy 2017, more than 500 professional photographers from all over the world gained inspiration and ideas from a group of renowned and award-winning photography experts.

AE Academy has established itself on the international scene as a landmark training opportunity for professionals in the photography industry.

The event took place in the magnificent setting of Colli del Tronto (AP) on 18 and 19 November 2017 before transferring to the Rimini area.

During the two days dedicated specifically to training activities, a series of speakers took to the stage, while the many stimulating workshops allowed the Album Epoca Ambassadors to share stories of innovation and success with their audience.



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The new collection of albums was presented in a stunning experiential showroom, enriched with impactful images shot by Korean photographer Hong Jang Hyun under the artistic direction of Vogue Italia.

This offered a truly innovative communication format for showcasing the style and design of the products offered by Album Epoca – Made in Italy.

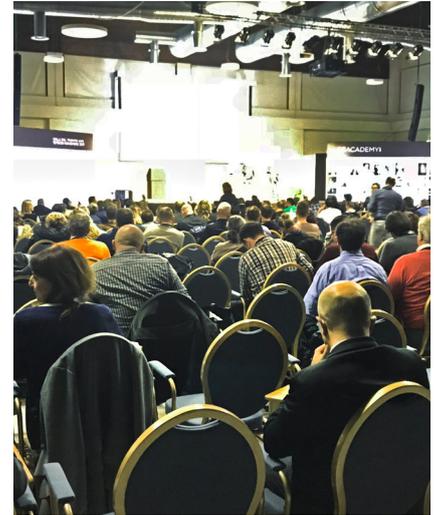
This cooperation gave rise to the magazine 'FOREVER – A World of Memories'. The volume intimately describes the world of Album Epoca and the mood of the whole collection, thereby building a deeper relationship with today's consumers. The magazine is designed to replace the simple catalogue and become instead a practical resource that photographers can use to support their professional activities.

The final day was devoted to perfecting photographic techniques, focusing on the latest trends in professional photography and public speaking.

The photographers present were inspired by the various events of the three days packed with emotion and experience. Trends, motivation, passion and enthusiasm were the hallmarks of the outstanding AE Academy 2017 event.

At AE Academy 2017, the participants had the opportunity to handle and try out a variety of cameras and lenses from Fujifilm's X series, including the brand new GFX model.

The AE products, in addition to being true design and manufacturing jewels, are made with pages produced with the Professional photographic materials of Fujifilm. The photographic papers used are Fujicolor Album HD, DPII, Velvet and Pearl. [www.originalphotopaper.com](http://www.originalphotopaper.com)



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