

South African photographer wins Hasselblad Masters

Gavin Goodman, a South African photographer, has been named one of the winners of the Hasselblad Masters Competition.



Image by Gavin Goodman

Hasselblad Masters is widely acclaimed as one of the world's most prestigious professional photography competitions. The winners are chosen through a combination of a public vote and a professional Hasselblad Masters Jury comprised of internationally renowned photographers and imaging experts.

The 2021 competition received a record-breaking number of over 63,000 submitted images.

Goodman was the winner of the 'art' category, having submitted three photographs from three different shoots as part of his entry.

"As this is considered one of the most prestigious awards in the world of photography it's a very surreal and humbling experience. Even more so, is now being part of the Hasselblad family - a brand I've admired from the beginning of my photography journey," Goodman said.



Image by Gavin Goodman

As well as being named a 'Hasselblad Master' as part of his prize, he will be partaking in fulfilling a brief for a new collaborative project set by the brand.

"Each winner receives a new Hasselblad camera system and lens to keep, as well as a theme/brief from Hasselblad - we are then asked to conceptualize an 8 -10 image series based on this theme. We pitch our concept to the Hasselblad team and receive a budget to help finance the production. The images are then printed and released in the biennial Hasselblad Masters book," Goodman explained.

To find out more about the competition, go [here](#).

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