

## PRESS RELEASE

# New Website for House of Pictures

**Munich, April 1<sup>st</sup>, 2020:** House of Pictures, the picture agency for premium interiors, has been part of Image Professionals GmbH since October 2019. The Munich-based agency group unites various leading specialist picture agencies under one roof. The website [www.houseofpictures.com](http://www.houseofpictures.com) has undergone a complete relaunch, presenting new agency content, updated functions and a revised, fresh design.

House of Pictures combines the finest work of internationally-renowned interior photographers exclusively under one roof, enabling professional image users to license these productions for their editorial platforms. The selected photographers represented by House of Pictures include names such as Jeltje Janmaat, Kristian & Lise Krogh, Pernille Kaalund and many other stars from the world of interior photography.

Upon the launch of the new website, the collection expanded to now include about 3,000 house tour features with pictures and text of breathtaking projects from all over the world. The face of the revised website is the home page, where all information and offers converge. Here the five subject areas of House of Pictures - Interior, Outdoor, Decoration, Food, and Lifestyle are presented in detail.

The Interior section highlights impressive home tours, before-and-after reports, and features on special living themes. In the Outdoor section, everything revolves around the design of private outdoor areas such as terrace and balcony design, landscape architecture, and garden composition.

Do-it-yourself lovers will be inspired by the Decoration section, with step-by-step instructions and creative original table arrangements. Seasonal trend ingredients and ideas for the perfect host await image buyers in the Food category.

An exclusive mix of all themes is presented in the Lifestyle section (formerly Leisure Time). Here, you will find detailed photo galleries of exquisite places, such as architecturally-unusual hotels or resorts at exclusive locations. Portraits of stylish private homes, as well as visits to artists' studios, complete the offerings on the fresh new website.

What exactly is new? Customers now can register to create a personal customer account. They can create and manage lightboxes and use many advanced search functions. Registered users can also download PDF files of features and individual images for preview.

Martin Skultety, managing director of Image Professionals GmbH, emphasizes the advantages of the relaunch from the point of view of professional image users: "In these weeks, when the protection of all our health is rightly at the forefront, we should not forgo positive news and signs of confidence. In this sense, we are especially pleased to present you the brand new website of House of Pictures. It has not only been visually and technically revised. It shines above all with a multitude of useful functions and new content. Our customers should get a detailed overview of all offerings at first glance and faster access to the wonderful content of House of Pictures."

Also House of Pictures founder Pernille Schlosser is excited about the new website: "Looking at our new designed website, I'm very proud and satisfied with the result, with all the new innovative functionalities

and a fresh new look. I'm sure it will be of big value for both our customers and our suppliers... A warm WELCOME to all".

#### **About Image Professionals:**

Image Professionals ([www.imageprofessionals.de](http://www.imageprofessionals.de)) is the leading provider of specialist photo agencies on the international photo market. The Munich-based company originally emerged from the StockFood photo agency, the world's leading brand for professional food photography. Image Professionals is represented in more than 60 countries and works with tens of thousands of professional image users on every continent.

The agencies of Image Professionals are among the leading providers in their respective market segments (home, beauty, garden, health, etc.). The concept of licensing highly specialized niche content on separate brand platforms, combined with a team of specialists with strong consulting skills, has made Image Professionals one of the most successful European picture agencies.

Image Professionals employs a total of approximately 60 people at its headquarters in Munich and its branches in Maine (USA) and London (UK). The company has been part of Hubert Burda Media since 2016.

#### **About House of Pictures:**

House of Pictures ([www.houseofpictures.com](http://www.houseofpictures.com)) was founded by Pernille Schlosser in 2000. The picture agency markets more than 3,000 features of the most beautiful houses in Europe, outstanding interior design projects, Nordic architectural trends, stylish decorations, good food, outdoor, and garden. The extensive portfolio of high-end content for interior and lifestyle publications comes from creative projects of around 250 professional contributors, mostly from Scandinavia.

The House of Pictures office is located in Nørrebro, in the trendy and vibrant district of Copenhagen, Denmark. Since October 2019 House of Pictures is part of the Munich Image Professionals GmbH.

*In connection with a report on Image Professionals, we provide image material of your choice free of charge on request. Just give us a call!*

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