

PRESS RELEASE

Interior picture agency Narratives joins Image Professionals

German agency group integrates UK supplier of high-end interior features

Munich/London, 1 August 2022: Narratives, the renowned London-based feature agency for interior and lifestyle, will become part of the Munich-based photo agency group Image Professionals. Under its new umbrella, Narratives' creators and clients will be served by a specialised interiors team. Founder Tamsyn Naylor-Hill will join the team and thus remain the contact person for long-standing agency clients in English-speaking countries. The integration of Narratives is expected to be fully completed by mid of August 2022.

Narratives was founded over 20 years ago by Tamsyn and Nicola Hill in London. The two creative sisters succeeded in winning numerous top photographers from the interior market for their photo agency. Within a few years, Narratives developed into one of the most sought-after sources for licensing features and individual images from the interiors sector. Professional clients around the world used Narratives images to illustrate magazines, books as well as many other content marketing formats.

[Image Professionals](#) are the leading provider of specialised agencies in the international image market. The Munich-based company operates seven highly specialised picture agencies for professional picture users, including StockFood, seasons.agency, lookphotos and the garden picture agency Friedrich Strauss. In the interior sector, the agency brands living4media and House of Pictures already belong to the Image Professionals portfolio.

From now on [the high-quality productions of the Narratives photographers will be available under the umbrella of the agency living4media](#). With the integration of the Narratives collection, Image Professionals underlines its claim to market leadership in this versatile and always trendy thematic segment.

Founder Tamsyn Naylor-Hill will be joining the team and sees numerous advantages for the long-time term photographers and clients of Narratives: "Since the beginning of the millennium, we have run Narratives independently and enjoyed expanding it with a lot of commitment. Now it's time to help our photographers move forward and flourish within a more professional structure and with the capabilities of a proven market leader. For me personally, a new phase in my life is beginning that I am really looking forward to. I will be supported by many experienced colleagues and can focus more on the close cooperation with our many long-standing clients."

Martin Skultety, Managing Director of Image Professionals GmbH, welcomes the arrival: "For many years we have admired the work of Narratives and drummed for a close collaboration. Now it has finally worked out and we are coming together. Since the outbreak of the pandemic, clients and readers are more interested than ever in interior themes and creative design ideas. So the timing couldn't be better and we are looking forward to the future. It will open up new horizons for the creative community and enrich our entire offering in this stunning genre."

About Image Professionals:

Image Professionals (www.imageprofessionals.com) is the leading provider of specialist agencies in the international picture market. Headquartered in Munich, the company originally emerged from StockFood (www.stockfood.com), the only global brand for professional food photography. Today, Image Professionals work with tens of thousands of professional image users in 55 countries. Image Professionals agencies are among the leaders in the market segments of food, interior, beauty, garden, health and travel. The concept of licensing highly specialised image themes on separate brand platforms, combined with a highly consultative team of experts, has made Image Professionals one of the most successful image agencies on the international market. Image Professionals employs a total of around 60 people and has been part of Hubert Burda Media since 2016.

About Narratives:

Narratives, the UK-based Interiors and Lifestyle Feature Agency, was founded by Nicola and Tamsyn Hill. The two sisters decided early on to pursue a creative career and founded their joint agency in 2000. They collaborated with a team of interior photographers, stylists and writers to produce contemporary real home and lifestyle content. After just a few years they represented many renowned photographers such as Jan Baldwin, Alun Callender, Brent Darby, Emma Lee, Polly Wreford, Robert Sanderson, Sussie Bell, Emma Lewis, David Parmiter, Richard Gadsby, Polly Eltes and many more. Narratives' clients span more than twenty countries and include renowned titles such as Country Living, House Beautiful and Elle Decoration amongst many other European titles.

In connection with reporting on Image Professionals, we will provide you with images of your choice free of charge on request.

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