



South West photo and video show gears up for launch at Haynes Motor Museum

- **New LCE Photo Show to be held at spectacular Haynes Motor Museum in Somerset**
- **Highlights include hands-on demos of the latest photography, video and optical equipment from leading brands, plus exclusive show-only deals**
- **Creative inspiration from experts with a full programme of seminars, workshops, practical sessions and talks**
- **Unique photographic opportunities include access to Haynes Motor Museum's iconic 'Red Room'**
- **Early-bird price is just £5 per person, redeemable against purchases at the show**

10 June 2026

London Camera Exchange (LCE) has announced a new flagship photo, video and optical event, the **LCE Photo Show 2026**, taking place on Saturday 12 September 2026 at the legendary Haynes Motor Museum in Sparkford, Somerset.

Following the success of the Exeter South West Photo Show in 2025, this year's event moves to a significantly larger venue, offering photography enthusiasts, filmmakers, professional photographers and content creators a more extensive and immersive experience.

Open from 9.30am to 4.30pm, the one-day event will feature top photography, video and optical brands showcasing the latest products alongside live demonstrations, seminars, networking opportunities and exclusive retail offers.

Visitors will be able to:

- Discover and test the latest cameras, lenses, accessories and video equipment
- Learn from the experts at talks, seminars and practical masterclasses – many free to attend
- Access the museum's famous 'Red Room' featuring iconic red automobiles for unique photographic opportunities
- View an exhibition of the winning images from the LCE Photographer of the Year 2026 competition
- Network with fellow photography and filmmaking enthusiasts while enjoying refreshments

Clare Harvey-May, head of events at LCE, said, "Our Photo Show is back for 2026 and will be bigger and even more exciting than before. We've planned an expanded programme of workshops, guest talks and seminars from high-profile photographers, filmmakers and creators. The event is designed to give visitors a unique experience with multiple creative opportunities and a chance to discover and try the latest equipment from major photography brands, learn from industry specialists and enjoy a brilliant day out with fellow enthusiasts – not to mention the fantastic show-only offers and deals."

The event will include a packed line-up of free-to-attend ticketed expert seminars and round-table discussion groups – plus practical demonstrations covering subjects such as lighting and portraiture, which can be purchased in advance. Tickets for selected sessions will be released in stages ahead of the show. Confirmed speakers and technical experts include Gavin Hoey and Amy Shore, with many more to be announced.

Attendees will also have the opportunity to shop exclusive 'show-only deals', with all visitors able to redeem the cost of their entry ticket against qualifying purchases with LCE.

Brands and exhibitors

Leading photography, video and optical brands are scheduled to attend, giving visitors direct access to brand specialists, demonstrations, workshop sessions and the latest product launches. Exhibitors include Fujifilm, Canon, Nikon, Sony, OM System, Sigma, Tamron and a whole host more.

Date and times

Saturday 12 September 2026

9.30am – 4.30pm

Ticket information and prices

Early-bird tickets are £5 in advance and regular tickets on the door will be £10. Both include free parking. A discounted annual membership to the museum will also be available to attendees. All visitors can claim the cost of their ticket against a purchase from LCE on the day*.

Tickets will be available via the official LCE Photo Show website:

<https://photoshow.lcegroup.co.uk/>

Accessibility

Haynes Motor Museum is a fully accessible venue. Please see

<https://www.haynesmuseum.org/plan-your-visit/accessibility/>

Location, travel and parking

Haynes Motor Museum
Sparkford
Yeovil
Somerset
BA22 7LH

By car:

Conveniently located just off the A303 in Somerset, the venue offers free on-site parking for more than 600 vehicles.

By train:

The nearest railway stations are Castle Cary and Yeovil Junction, both of which offer taxi connections to the venue.

For more information, please visit <https://www.haynesmuseum.org/plan-your-visit/find-us/>

Local accommodation is also available at discounted rates – see website for details

Notes to editors

*Ticket price can be claimed against purchases over £100 inc. VAT made at the show.

For further information or to arrange ticket giveaways, please contact:

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Download high-resolution images here:

<https://www.dropbox.com/scl/fo/3yu650bghpwrxw78lofa2/AlMHtJjOXkFLNN27qMCwTpk?rlkey=2xqzcf8vicg7rmpjgisgy2phb&st=h21vtymk&dl=0> [Dropbox]

About London Camera Exchange

Founded in Guildford in 1956, London Camera Exchange is an employee-owned business and is celebrating its 70th anniversary in 2026. With 26 high street stores nationwide, the company delivers award-winning service and impartial expert advice. LCE stocks an extensive range of cameras, lenses and optical gear from top brands – and is the go-to destination for trading in or upgrading photographic equipment. Whether visiting in-store or online, LCE's dedicated team is always on hand to help customers capture their next great shot.

About Haynes Motor Museum

The Haynes Motor Museum is home to the UK's largest collection of cars and motorcycles, with more than 300 vehicles, and is located near the A303 in Somerset. The legendary 'Red Room' features iconic red automobiles – ideal for photographic opportunities throughout the event. Haynes Motor Museum is a registered charity and Arts Council England Accredited Museum.

