

Press Release

2015 Sony World Photography Awards Open for Entries

*UNITED Photography Contest honours the passion of football fans surrounding
2014 FIFA World Cup™*



© Sophie Gamand, France, Winner, Portraiture,
Professional Competition, 2014 Sony World Photography Awards

Hong Kong, June 18, 2014 – The 2015 Sony World Photography Awards, organised by the World Photography Organisation, are now open for entries. Professional, amateur, youth and student photographers across the world can enter their best work for free at www.worldphoto.org. Photographers will compete for a range of Sony's latest cutting-edge digital imaging equipment and cash prizes. Overall winners will be announced at a gala ceremony held in London on April 23, 2015.

2015 Sony World Photography Awards

Since its launch in 2007, over 700,000 images from 230 countries have been submitted to the Sony World Photography Awards. Seeking the very best in the international contemporary photography, the Awards have established themselves as one of the world's leading photography competitions. The most recent winner of the L'Iris d'Or/Photographer of the Year title is American photographer Sara Naomi Lewkowicz for her series '*Shane and Maggie*', a powerful and intimate examination of domestic violence as a process.

The winner of the 2015 L'Iris d'Or/Photographer of the Year title and the Open Photographer of the Year will both receive cash prizes. All category winners will receive the latest digital imaging equipment from Sony, and the Student Focus winner will receive a range of new,

cutting-edge Sony's digital imaging equipment for his or her university. Winning and shortlisted photographs will also be published in the 2015 edition of the Sony World Photography Awards book and exhibited at Somerset House, London.

The 2015 Sony World Photography Awards include the following competitions:

- Professional – 15 categories judging on a series of work
- Open – 10 categories judging on a single image
- Youth – 3 categories for photographers under 20 judging on a single image
- Student Focus – for higher education photography students aged 18-30

The Open and Youth competitions will close for entries at 23:59 GMT on Monday, January 5, 2015, with an exception on the Professional competition, which will close at 23:59 GMT on Thursday, January 8, 2015.

The brief for the 2015 Student Focus competition is to shoot a single image that symbolises contemporary consumer culture. The image can be sensationalist or low-key but it must be something the photographer feels that it is a reflection of today's society. Entries to the Student Focus competition will close on December 6, 2014.

The key dates for the 2015 Sony World Photography Awards are:

- December 6, 2014 – Student Focus competition closes
- January 5, 2015 – Open and Youth competition closes
- January 8, 2015 – Professional competition closes
- February 10, 2015 – The shortlisted for Professional, Open, Youth and Student Focus competitions revealed
- March 17, 2015 – Outstanding Contribution to Photography recipient announced
- March 31, 2015 – Open and Youth winners revealed
- April 23, 2015 – L'Iris d'Or/Photographer of the Year plus Professional category winners and Open, Youth and Student Focus Photographers of the Year revealed at the gala ceremony held in London
- April 24 to May 10, 2015 – The 2015 Sony World Photography Awards Exhibition at Somerset House, London

UNITED Photography Contest

In conjunction with the Sony World Photography Awards, Sony and the World Photography Organisation present UNITED - a contest honouring the passion of football fans surrounding 2014 FIFA World Cup™. The UNITED contest is free and open to all starting now until July 13, 2014. Winners of the 1st, 2nd and 3rd places will receive Sony interchangeable lens camera kits as prizes. Please click [here](#) for details of the contest.

Further details about the Sony World Photography Awards and the World Photography Organisation can be found at www.worldphoto.org

About Hong Kong Marketing Company

Hong Kong Marketing Company (HKMC), a division of Sony Corporation of Hong Kong Limited, provides sales, marketing and after sales services for Sony's consumer electronics products as well as broadcast and professional products in Hong Kong and Macau. For more information on Sony's products and services, please visit our website at <http://www.sony.com.hk>.

###