

## Press Release

### Sony World Photography Awards Launch Hunt to Uncover Hong Kong's Best Photographer



Last year's winning image taken by Cheung Lai San

© Cheung Lai San, 1st Place, Hong Kong National Award, 2014 Sony World Photography Awards



## Sony World Photography Awards

- **Hong Kong National Award is open for entries and will close at 23.59 GMT on Monday January 5, 2015.**
- **The Sony World Photography Awards and Hong Kong National Award are free to enter. All images submitted must have been shot in 2014. Full conditions of entry are available at [www.worldphoto.org](http://www.worldphoto.org)**

**Hong Kong, November 4, 2014** – The Sony World Photography Awards, one of the world's most prestigious photography competitions, today launched a competition to discover Hong Kong's best photographer.

**Hong Kong National Award** is open to photographers of all abilities from Hong Kong. Entries are free via [www.worldphoto.org](http://www.worldphoto.org) and photographers can enter any of ten categories. The judges will uncover and honor the best single image by a Hong Kong photographer from across these categories.

This special award offers an amazing opportunity for budding photographers to have their work seen globally and be recognized alongside the world's leading photographers.

The winner of Hong Kong National Award will be announced on March 18, 2015. The winning photographer will receive the latest photographic equipment from Sony while two further photographers will receive runners-up prizes. All three photographers will have their work displayed alongside professional photographers from around the globe as part of the 2015 Sony World Photography Awards Exhibition held in London from 24th of April to 10th of May 2015 and showcased online at [www.worldphoto.org](http://www.worldphoto.org).

Each year the Sony World Photography Awards celebrates the very best international contemporary photography. The awards include: 15 Professional categories for serious photographers; 10 Open categories for enthusiasts; the Student Focus competition for higher education photography students aged 18-28 and a Youth Competition for photographers under 20.

The winner of Hong Kong National Award will be chosen from entries to the Open competition of the 2015 Sony World Photography Awards taken by Hong Kong photographers.

The Open competition includes ten categories:

- Architecture
- Arts & Culture
- Enhanced
- Low-light
- Nature & Wildlife
- Panoramic
- People
- Smile
- Split second
- Travel

The competition will close on January 5, 2015. Entries will firstly be judged by WPO's pre-selection committee and a winner will be decided by a special judging panel including Astrid Merget, Creative Director of the World Photography Organization.

Scott Gray, Managing Director of the World Photography Organization said, "The Sony World Photography Awards are committed to engaging with and supporting talented photographers from around the globe. It is for this reason that we are thrilled to be able to work closely with Sony Asia Pacific to identify the local photographers that are producing great work and pushing their own creative boundaries, so that we can raise their profile across the globe and provide inspiration to other budding Hong Kong photographers."

Henry Lee, Division Managing Director of Hong Kong Marketing Company, Sony Corporation of Hong Kong Limited commented, “The National Awards are a great vehicle to recognize talent on a regional basis and it’s extremely interesting to see the different styles emanating from Hong Kong. We want to support these talents and provide them with the best cameras and lenses so that they can focus on the creative subjects in front of them.”

For customer enquiries, please contact Sony hotline service at (852) 2345-2966.

Images from the 2014 Sony World Photography Awards are available via the World Photography Organization press centre. Please register at [press.worldphoto.org/register](http://press.worldphoto.org/register)

### **About World Photography Organization (WPO)**

WPO supports professional, amateur and young photographers, lending a global platform for the photographic industry to communicate, converge and showcase current trends across all genres of photography. Delivering various initiatives to this global community, these programmes involve the photographer in commercial, cultural and educational activities within the many industry sectors, whilst also creating events for the public to participate in. Currently included within the WPO portfolio are: the Sony World Photography Awards; the World Photography Student Focus Competition and Youth on Assignment. In addition the WPO have recently launched Photo Shanghai, Asia-Pacific’s premiere international Art Fair focused on photography and The Magazine, a monthly online publication where photography is explored, debated and discussed. WPO also has a thriving online presence via its website, Twitter, Facebook and Instagram and engages its online audience via regular PhotoTALK discussions. For more information please visit [www.worldphoto.org](http://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>.

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