

## Press Release

### 2016 Edition of the Sony World Photography Awards Open for Entries



© Wilson Lee, Hong Kong, Winner, Smile, Open Competition, 2015 Sony World Photography Awards

- **New Art and Documentary genres in Professional competition**
- **Record entries and exhibition visitors for 2015 awards**

**Hong Kong, August 11, 2015** – The 2016 Sony World Photography Awards, the world's largest photography competition organised by the World Photography Organisation, are now open for entries. Free to enter at [www.worldphoto.org](http://www.worldphoto.org), photographers of all abilities are invited to submit their work to any of the awards' five competitions: Professional, Open, Youth, National Awards and Student Focus.

New for 2016, the 14 Professional categories are now divided into two distinct genres - Art and Documentary. The change is to provide a clearer structure in which photographers can be recognised. Both genres also include new category additions, with Art presenting the new Staged and Candid categories and Documentary now including Daily Life and Environment.

Also new this year, British Journal of Photography (BJP), the world's longest-running photography magazine, will partner with the World Photography Organisation and its Student Focus competition. As part of this partnership, the winning Student Focus photographer will receive an online feature

showcasing a body of work on the BJP website and will also have the opportunity to take over the magazine's Instagram feed.

Now in its ninth year, the awards are an authoritative voice in the photographic world. Each year they attract both emerging talent and established artists, and present the world's best contemporary photography from the last 12 months.

The Sony World Photography Awards offer a range of benefits to those who enter. Firstly, all submitted images are seen by juries made of up leading experts from across the photographic industry. Beyond this, shortlisted and winning photographers are given global exposure and recognition, and have the opportunity to promote and sell their work via the World Photography Organisation.

The awards' prizes include: the latest Sony digital imaging equipment, inclusion in the Sony World Photography Awards exhibition at Somerset House, London, inclusion in the 2016 awards' book and \$30,000 (USD) for the overall winners.

In addition to the global Sony World Photography Awards, Hong Kong is also holding a National Awards programme which honours and rewards the best single image taken by a local photographer and runs across the world. It is open to photographers of all abilities.

The 2015 Sony World Photography Awards attracted 173,444 entries from 171 countries. The 2015 L'Iris d'Or / Professional Photographer of the Year title was awarded to Getty Images photographer John Moore. The awards' annual exhibition of the winning and shortlisted works returned to Somerset House, London and saw a record 33,394 visitors last year.

The Sony World Photography Awards shortlist will be announced on 23 February 2016 and overall winners on 21 April 2016, with an exhibition at Somerset House, London running from 22 April to 8 May 2016.

Winning and shortlisted images from the 2015 awards are available to download at [press.worldphoto.org](http://press.worldphoto.org)

Further details about the Sony World Photography Awards and the World Photography Organisation can be found at [www.worldphoto.org](http://www.worldphoto.org) and <http://hk.worldphoto.org/competitions/>

## **2016 COMPETITION CATEGORIES**

- **Professional** – for serious photographers, 14 categories in two genres judged on a series of work
  - Art - Architecture, Conceptual, Landscape, Portraiture, Staged, Still Life, Candid

- Documentary - Campaign, Current Affairs, Contemporary Issues, Daily Life, Environment, People, Sport
- **Open** – open to all, 10 categories judged on a single shot
  - Architecture, Arts & Culture, Enhanced, Low Light, Nature & Wildlife, Panoramic, People, Smile, Split Second, Travel
- **Youth** – for young photographers aged 12-19, three categories judged on a single image
  - Culture, Environment, Portraits
- **National Awards** – looking for the best single shot by a local photographer from over 50 countries
- **Student Focus** – for emerging photographic talent studying any degree level photography course
  - For full list of participating countries see [www.worldphoto.org](http://www.worldphoto.org)

## KEY DATES

- 4 December 2015 – Student Focus competition closes
- 5 January 2016 – Open, Youth, National Awards competitions close
- 12 January 2016 – Professional competition closes
- 23 February 2016 – Shortlist for Professional, Open, National Award and Youth competitions revealed
- 1 March 2016 – Student focus shortlist revealed
- 15 March 2016 – National Award winners revealed
- 29 March 2016 – Open and Youth winners revealed
- 21 April 2016 – L’Iris d’Or/Photographer of the Year plus Professional category winners and Open, Youth and Student Focus Photographers of the Year revealed at gala ceremony held in London
- 22 April to 8 May 2016 – 2016 Sony World Photography Awards Exhibition at Somerset House, London

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

## About World Photography Organisation (WPO)

WPO is a home where photography is celebrated and the art of the photographer is recognised. Working with professional, enthusiast and student photographers alike, the World Photography Organisation provides a global network across the photographic industry to not only to raise the level of conversation around the subject, but to increase awareness and appreciation of this artform. WPO hosts a year-round portfolio of industry and public events including: Sony World Photography Awards, the world’s largest photography competition and accompanying global exhibition; the World Photography Student Focus Programme, inspiring and working with the next generation of photographers, and Photo Shanghai, Asia Pacific’s premier art fair dedicated to photography. In addition, WPO has a thriving online presence via its website, Twitter, Facebook and Instagram and

addresses the industry's latest issues in its monthly online publication, The Magazine. 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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