

Press Release

Sony World Photography Awards, the World's Largest Photography Competition, Launch Hunt to Uncover Hong Kong's Best Photographer

*Closing dates: January 5, 2016 for National Awards, Open and Youth competitions;
January 12 for Professional competition*



©Desmond Pang – 1st Place of Hong Kong National Award, 2015 Sony World Photography Awards

Hong Kong, December 21, 2015 - [The 2016 Sony World Photography Awards](http://www.worldphoto.org), the world's largest and one of the most respected photography competitions organised by the World Photography Organisation, are looking for Hong Kong's best photographer in the 2016 National Award.

Free to enter at www.worldphoto.org, the National Award is open to photographers of all abilities from Hong Kong. The winning photographer will receive:

- Sony flagship full-frame interchangeable lens digital camera α 7R II
- The winning image will be published in the annual Sony World Photography Awards' winners book

Additionally, the winner and two further runners-up will have their winning images:

- Displayed alongside professional photographers from around the globe as part of the 2016 Sony World Photography Awards Exhibition held in London from 22nd of April to 8th of May 2016
- Showcased online at www.worldphoto.org.

Photographers can enter any of the following ten categories:

- Architecture
- Arts & Culture

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

From across these categories the judges will uncover and honour the best single image by a Hong Kong photographer plus two runners-up. All images must have been taken in 2015 and the National Award will close on Tuesday 5 January 2016. The winner of National Award will be announced on 15 March 2016.

Images entered into the National Award will also be considered for the Sony World Photography Awards' Open competition.



One of the entries: © Sanghamitra Sarkar, India, Entry, Open, Smile, 2016 Sony World Photography Awards

Now in its ninth year, The Sony World Photography 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. Photographers of all abilities are invited to submit work to any of the awards' five competitions: Professional; Open; Youth; National Awards and Student Focus.

Notes to editors

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 art form. 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, **Photo Shanghai**, Asia Pacific's premier art fair dedicated to photography and newly launched **Photo San Francisco**, America's new international art fair for fine art photography taking place in January 2017. 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

About Hong Kong Marketing Company

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