

Press Release

Sony World Photography Awards Launches 2018 Edition with New Categories and Grant Opportunity

- A global platform giving visibility to photographers worldwide
- ‘Creative’ and ‘Discovery’ categories introduced to challenge photographers
- New grant opportunity available to winning photographers
- Images available at press.worldphoto.org



2017 Sony World Photography Awards winner Frederik Buyckx

Hong Kong, July 26, 2017 – The 2018 Sony World Photography Awards, one of the world’s leading photography competitions, are now open for entries. Submissions are free at www.worldphoto.org. The 11th edition of the Awards is marked by the introduction of two challenging new categories in the Professional competition, ‘Creative’ and ‘Discovery’, and an important new opportunity for award-winners to secure a grant to fund future photographic projects.

Created by the World Photography Organisation, the Sony World Photography Awards are an authoritative voice in the industry. Celebrating the finest contemporary photography from the past year, the Awards give vast exposure, visibility and opportunity to photographers worldwide on an annual basis.

Commenting on the Awards' impact, 2017 Sony World Photography Awards winner Frederik Buyckx said: *"Being named Photographer of the Year has given me more exposure than I could ever have imagined. It has opened lots of new doors but, just as importantly, the award has also encouraged me to keep on working on my personal projects."*

Changing medium of photography prompts new Professional categories

In recognition of the changing use of photography, two new categories have been added to the 2018 Awards' Professional competition. The new 'Creative' and 'Discovery' categories are both designed to embrace photographers working at the cutting-edge of the medium. Judges will specifically look to reward originality, experimentation and imagination in these categories and hope to discover what that would otherwise be unseen by the Awards. Artistic interpretation, integrity and technical ability are the key factors for judges across all categories of the Awards.

The Sony World Photography Awards comprise of four competitions:

- Professional – 10 categories judged upon a body of work (5-10 images)
- Open – best single images across 10 categories
- Youth – young photographers aged 12-19 responding to a brief with a single image
- Student Focus – for those studying photography

The new 'Creative' and 'Discovery' categories are both designed to embrace photographers working at the cutting-edge of the medium. For the full list of competition categories and descriptions please go to www.worldphoto.org/sony-world-photography-awards.

New Sony Grant to fund photographic projects

In demonstration of the Awards' commitment to create opportunities for its photographers, a new grant programme those participating in the Professional and Student Focus competitions has been introduced this year.

From the winners of the 2018 Professional categories, Sony will award multiple grants of \$7,000 to selected photographers to pursue photographic projects of their choice. In addition, shortlisted photographers from the Student Focus competition will each be given \$3,500 (USD) to work together on a new photographic commission set by Sony and the World Photography Organisation.

For more details about the recipients of the 2017 Sony Grant recipients, please see Notes to Editors below. Images from the series are available at press.worldphoto.org.

Prizes: Worldwide exposure, exhibitions and digital imaging equipment

All category winners of the Professional, Open, Youth and Student Focus competitions will receive digital imaging equipment from Sony. In addition, cash prizes of \$25,000 (USD) will be presented to the Photographer of the Year and \$5,000 (USD) to the overall Open competition winner.

All category winners plus many of the shortlisted Awards photographers will be exhibited at the annual Sony World Photography Awards Exhibition in London and then toured internationally. The images will also be published in the annual Awards winners' book and all shortlisted and winning photographers are given global exposure via dedicated marketing and press campaigns.

2018 Key dates

- 4 December 2017 – Student Focus closes
- 4 January 2018 – Open & Youth competitions close
- 1 January 2018 – Professional competitions close
- 27 February 2018 – Shortlist announced
- 27 March 2018 – Open and National Awards winners revealed
- 19 April 2018 – Photographer of the Year & Professional category winners announced

NOTES TO EDITORS

2017 Sony Grant recipients – images available at press.worldphoto.org.

2018 COMPETITION CATEGORIES – see full category descriptions [here](#)

- **Professional** – Judged on a body of work.
Categories: Architecture / Contemporary Issues / Creative / Current Affairs & News / Discovery / Landscape / Natural World & Wildlife / Portraiture / Sport / Still Life
- **Open** – Judged on a single shot.
Categories: Architecture / Culture / Enhanced / Motion / Landscape & Nature / Portraiture / Still Life / Street Photography / Travel / Wildlife
- **Youth** – For photographers aged 12-19, judged on a single image responding to the brief of “My Environment”

About World Photography Organisation

The World Photography Organisation is a global platform for photography initiatives. Working across up to 180 countries, our aim is to raise the level of conversation around photography by celebrating the best imagery and photographers on the planet. We pride ourselves on building lasting relationships with both individual photographers and our industry-leading partners around the world. The World Photography Organisation hosts a year-round portfolio of events including the **Sony World Photography Awards**, the world's largest photography competition, and **PHOTOFAIRS**, International Art Fairs Dedicated to photography with destinations in Shanghai and San Francisco. For more details, see 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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