

## Press Release

### Sony World Photography Awards 2019 Opens for Entries New Categories for the Open and Professional Competitions



*[“Like Owner, Like Dog”](#) © Krister Sørbo, Norway, Shortlist, Professional competition, Portraiture,  
2018 Sony World Photography Awards*

- *Documentary, Brief* and *Creative* categories introduced to challenge photographers
- New images available at [press.worldphoto.org](http://press.worldphoto.org)

**Hong Kong, June 6, 2018** - The 12th edition of the Sony World Photography Awards, the world's most diverse photography competition, today opens for entries. Three new categories are introduced for 2019 to celebrate its continued presence as a leading global photography competition. Created by the World Photography Organisation, the Sony World Photography Awards are an authoritative voice in the industry.

Photographers worldwide are invited to submit to the Awards' four competitions: **Professional**, outstanding bodies of work between 5-10 images across ten categories; **Open**, rewarding the world's best single images across ten categories, **Youth**, a single brief for emerging talent aged 12-19, and **Student**, for photography students across the globe. The Awards program will also reward local photographic talent.

The 2019 Awards is marked by the introduction of two challenging new categories in the Professional competition: *Brief* and *Documentary*. *Brief* will test photographers abilities to compose a body of work on a specific theme. The inaugural theme of this category is 'Identity'. *Documentary* is a new category for bodies of work portraying facts about a chosen subject, giving insight into contemporary issues and news. In choosing these new categories, the Awards hopes to continue appealing to a diverse range of contemporary photographers.

In the Open competition a new *Creative* category has been introduced and the Awards welcome Culture Trip and Eurostar as category partners.

**2019 prizes and deadlines:**

Photographers have until November 30, 2018 to enter the Student competition, January 4, 2019 for the Open and Youth competitions, and January 11, 2019 for Professional. Full competition and categories descriptions can be found at [www.worldphoto.org/swpa](http://www.worldphoto.org/swpa).

All category winners of the Professional, Open, Youth and Student 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 winning and shortlisted photographers' works will be exhibited at the annual Sony World Photography Awards Exhibition in London and will then be toured internationally. The winning images will also be published in the annual Awards' book.

### **Sony Grant:**

Introduced in 2016, Sony Grants provide previous Award winners with further opportunities to develop and display their works and establish an ongoing relationship with Sony after the Awards. The recipients are chosen by Sony\* from the winning and shortlisted photographers of the Awards' Professional and Student competitions.

Celebrating the best contemporary photography from the past year, the Awards give vast exposure, visibility and opportunity to photographers worldwide on an annual basis. Sony supports the Awards to help the continued development of photographic culture throughout the world, celebrating the best of past and present practitioners, as well as giving a global platform to today's talent. Submissions to the Awards are free at [www.worldphoto.org](http://www.worldphoto.org).

The full press release issued by the World Photography Organisation can be viewed **here**.

### **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 as well as 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](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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