

ZEISS Photography Award launches its third edition

- **Judges search for a series of images that capture an untold story**
- **Enter at www.worldphoto.org**
- **Closing date: February 6, 2018**
- **Images from the 2017 awards are available at www.worldphoto.org/press**

October 10, 2017: The third edition of the ZEISS Photography Award opens for entries today. Launching with a new brief of “Seeing Beyond - Untold Stories”, photographers from around the world are invited to submit their best series of work at www.worldphoto.org/zeiss, before the competition closes on February 6, 2018.

Entries will be reviewed by a leading panel of photography experts: **Chris Hudson** (Art Director, National Geographic Traveller, UK), **Patricia Morvan** (Cultural Projects and Exhibition, Agence VU’, France) and **Peter Bas Mensink** (Publisher, GUP Magazine, Netherlands). See notes to editors for judges’ biographies.

Each brings a wealth of knowledge and experience to the competition. Chris Hudson offers the following advice to entrants: “I’ll be looking for photographs that tell a real story, that makes the viewer stop and question what’s going on in the frame, and allow them to piece together a story in their minds based on what they can see.”

One winner and a shortlist of up to ten talented photographers will be announced on April 3, 2018. The winner will receive:

- €12,000 worth of ZEISS lenses
- €3,000 travel expenses to complete a photography project of their choice in the location of their choice.
- A day at the ZEISS Headquarters in Germany including comprehensive lens training and a tour including the ZEISS museum
- Exposure across both World Photography Organisation and ZEISS platforms
- The winner will be flown to London to attend an award ceremony on April 19, 2018
- Winning images, as well as selected shortlisted photographers, will be shown alongside the Sony World Photography Awards Exhibition at Somerset House in London, from April 20 - May 6, 2018. The winner is invited to attend the opening of the exhibition.

Launched in 2016 by the World Photography Organisation and ZEISS, the ZEISS Photography Award asks photographers to respond to a set brief in creative and unique ways and is designed to challenge the creative boundaries of those entering,

The 2018 brief, “Seeing Beyond - Untold Stories”, requires photographers to present a strong series of five to ten images that look beyond the ordinary and every day. “Untold Stories” is intended to be understood in its broadest sense - the work could explore a familiar theme

told from a different perspective or it could address an issue that has previously had little attention. All forms of photography are welcome and judges are specifically looking for series of works that have a strong narrative. The 'Untold Story' that the photographer presents must be visually clear in the submitted images.

The 2017 ZEISS Photography Award attracted more than 30,000 images from photographers from 132 countries.

Kevin Faingnaert, winner of the 2017 ZEISS Photography Award, comments: “Due to photo editors having seen my work through the news of winning the ZEISS Photography Award, my personal documentary work has since gone on to be printed in magazines and newspaper around the world. Winning the award helped secure more clients but, more importantly, my self-confidence as a photographer has certainly grown since the win.”

More information about the ZEISS Photography Award can be found at www.worldphoto.org/zeiss and via ZEISS [here](#).

For images and further information about the ZEISS Photography Award please contact:

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NOTES TO EDITORS

Judges biographies

Chris Hudson, Art Director, National Geographic Traveller (UK)

Chris has worked in the travel and lifestyle publishing sector for over 10 years and has Art directed National Geographic Traveller since its launch in 2010. He has overseen several travel magazine launches and works with a wealth of travel photography talent across the globe. He is passionate about storytelling in imagery and communicating the 'you-are-there' moments that are captured throughout the world's different cultures.

Peter Bas Mensink, Chief-Editor and Publisher, GUP Magazine (Holland)

Born in 1976, Peter began his career as a freelance image-editor for Dutch magazines. In 2005 he launched GUP Magazine and is chief-editor and publisher for all its platforms (print, online, social, events etc.). Peter is also an independent publisher of photo books and also curates exhibitions.

Patricia Morvan, Cultural Projects & Exhibitions, Agence VU', (France)

After studying journalism at the French Institute of Press (IFP) and documentation at Paris 8 University, Patricia worked as an Editor for the daily newspaper *Liberation* in 1989 and 1990, then for Bayard Press the following two years. Patricia joined the Agence VU', a photographers' agency, in 1992. She started as the Photo Editor, then as the Photo Archives Manager. In 2006, she became the Cultural Projects & Exhibitions Director. She has been co-lead of the agency since May 2017 with Patrick Codomier.

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

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the fields of optics and optoelectronics. The ZEISS Group develops, produces and distributes measuring technology, microscopes, medical technology, eyeglass lenses, camera and cinema lenses, binoculars and semiconductor manufacturing equipment. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Research & Quality Technology, Medical Technology, Vision Care/Consumer Products and Semiconductor Manufacturing Technology. The ZEISS Group is represented in more than 40 countries and has over 50 sales and service locations, more than 30 manufacturing sites and about 25 research and development centers around the globe.

In fiscal year 2015/16 the company generated revenue approximating €4.9 billion with over 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).