

Press Release FINAL

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Sony World Photography Awards 2010 Stellenbosch Academy of Design and Photography, Stellenbosch, Shortlisted for Student Focus

The shortlist for the 2010 Sony World Photography Awards Student Initiative is announced today, Monday 8 February. Robyn Thompson and Lyndsay Nel From Stellenbosch Academy of Design and Photography, Stellenbosch, South Africa, are amongst the 12 shortlisted young photographers from six institutions worldwide.

The Student Focus award is an extended university programme, and has grown from ten universities in Europe in the inaugural year of the awards, to 60 institutions in 2009. The 2010 competition has attracted a staggering 120 institutions across six continents, creating the world's most high-profile student photography Award.

Students were asked to submit images which focus on the 2010 Student Focus theme of 'War and Peace' as reflected in their country, resulting in an astonishing array of unique images. 12 burgeoning photographers - two students from six institutions from six continents - have now been chosen to take part in the final competition in Cannes.

The six winning institutions are as follows:

Africa/Middle East	Stellenbosch Academy of Design and Photography	Stellenbosch, South Africa
Asia	Jamia Millia Islamia	New Delhi, India
Australasia	Griffith University	Queensland, Australia
Europe	Jan Matejko Academy of Fine Arts,	Krakow, Poland
North America	SAIT Polytechnic	Alberta, Canada
South America	Escuela Argentina de Fotografia	Ciudad Autónoma de Buenos Aires, Argentina

The shortlist was selected by a prestigious judging panel from the photographic community including: **Adrian Evans** – Director of Panos pictures agency, **Adrian Boot** – Music photographer and co-founder of www.urbanimage.tv, **Jonathon Torgovnik** – widely exhibited documentary photographer and co-founder of NGO, *Foundation Rwanda*, **Idris Khan** – artist and **Sue Steward** – photography critic, writer, radio broadcaster, photo-editor and journalist.

The 12 shortlisted students will fly to Cannes to compete for the 2010 title. The Sony World Photography Awards and World Photography Festival runs from 22-27th April 2010, offering students a week of lectures, talks and master classes, including talks led by the judging panel, industry figureheads and Academy members. There will also be a Sony workshop giving an introduction to cameras presented to those shortlisted, explaining the all essential features for the final part of the competition. The assignment is entitled *Dusk Til Dawn*, and students will be asked to submit a series of six images each that capture Cannes at these contrasting moments.

The overall winner will be announced at the Sony World Photography Awards ceremony inside the Grand Lumier Theatre of the Palais des Festivals in Cannes on 22 April. They will be awarded approximately 50,000 Euros' worth of photography equipment for individual students and their institution department, courtesy of the sponsor, Sony.

Idris Khan, judge, comments:

"It's hard to judge a photograph of suffering. It shouldn't be commended for technical ability, composition or skill but what captures the emotion and atmosphere of the photographer's gaze. In the images chosen for the final I feel that the photographers have captured their fears, anxiety and in some a humorous approach to their personal surroundings"

Ania Wadsworth, World Photography Awards Student Focus Award Coordinator comments:

"We were delighted with this year's impressive expansion of Student Focus, from 60 to 120 participating institutions from around the world. Student Focus is a unique international programme for photography students and encourages tutors around the world to passionately promote contemporary photography, engage their students with this discipline and inspire the next generation of photographers."

Key Dates

Student shortlist announcement

Monday 8 February 2009

Dusk Til Dawn Competition

Wednesday 21 April

Student Winner's Announcement

Thursday 22 April

Shortlisted Images

Europe – Poland - Jan Matejko Academy of Fine Arts, Krakow



Zernica, 204 houses, Joanna Piotrowska



Behind the ghetto wall, Justyna Gryglewicz

Asia – India - Jamia Millia Islamia



A Few Good Men-Give Peace
A Chance, Akshat Jain



Whose war is it anyway? Zubair Hamid

North America – Canada - SAIT Polytechnic



The Diamond Ring, Cody Spence



Poppies Grow on the Hearts of Cadets, Laura
Fetherstonhaugh

Australasia – Australia - Griffith University



Sam, Joseph Ruckli



David and Joy, Nicolette Johnson

Africa/Middle East - South Africa - Stellenbosch Academy of Design and Photography



Casualty of War, Robyn Thompson



Raped as a "cure" for my sexuality, Lyndsay Nel

South America - Argentina - Escuela Argentina de Fotografía



Unstable equilibrium, Victoria Ines



Smoke, Rodrigo Terren Toro

Dobaño

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Notes to editors

The 120 institutions were:

Europe

Belgium, La Cambre University
Czech Republic, Evangelista Purkyne University in Usti nad Labem
Denmark, The Danish School of Media and Journalism
France, École Nationale Supérieure de la Photographie
France, École Nationale Supérieure Louis Lumière
Germany, University of Applied Sciences and Arts, Dortmund
Germany, University of Applied Sciences and Arts, Hannover
Germany, Folkwang Hochschule, Essen
Hungary, Moholy-Nagy University of Art and Design
Ireland, Dublin Institute of Technology
Ireland, Dun Laoghaire Institute of Art, Design and Technology
Italy, Istituto Europeo di Design, Rome
Poland, Jan Matejko Academy of Fine Arts
Poland, Academy of Fine Arts in Wrocław
Poland, University of Silesia
Portugal, Universidade Lusófona
Portugal, Instituto de Artes Visuais Design e Marketing
Portugal, Instituto Português de Fotografia
Russia, Saint Petersburg State University Of Culture & Arts
Russia, Vgik College of Cinema, Tv And Multimedia
Spain, Institut D'estudis Fotogràfics de Catalunya
Sweden, Mid Sweden University
Turkey, Marmara University
Turkey, Bahcesehir University
Turkey, Sabanci University
UK, London College of Communication
UK, Manchester Metropolitan University
UK, Falmouth University
UK, Central Saint Martins
UK, Kirklees College
UK, Edinburgh College of Art
UK, University of Westminster

Australasia

Australia, Raffles College of Design and Commerce
Australia, University of Technology Sydney
Australia, RMIT
Australia, Murdoch University
Australia, The University of Sydney
Australia, University of Wollongong

Australia, Griffith University
New Zealand, The University of Auckland
New Zealand, AUT University
New Zealand, Massey University

North America

California, Art Center College of Design
Canada, Ontario College of Art & Design
Canada, SAIT Polytechnic
Canada, Ryerson University
Canada, School of the Photographic Arts – Ottawa
Chicago, School of the Art Institute of Chicago
Chicago, University of Illinois at Chicago
Florida, Art Institute of Fort Lauderdale
Georgia, Georgia State University, Ernest G. Welch School of Art & Design
Michigan, Cranbrook Academy of Art
Minnesota, The Art Institutes International Minnesota
Mexico, Universidad Autónoma de Ciudad Juárez
Mexico, Tecnológico de Monterrey – campus ciudad de Mexico
Mexico, Centro Diseño, cine y televisión
Mexico, Escuela Nacional De Pintura, Escultura y Grabado La Esmeralda
New York, School of Visual Arts
New York, Parsons, The New School for Design
New York, Tisch School of the Arts, NYU
Oregon, Marylhurst University
Puerto Rico, Universidad del Sagrado Corazón
Virginia, James Madison University
Tennessee, NOSSI College of Art

South America

Argentina, Escuela Argentina De Fotografía
Argentina, Motivarte
Brazil, Candido Mendes University, Rio De Janeiro
Brazil, Centro Universitário Senac
Brazil, Miami AD School/ESPM
Brazil, Universidade De Caxias Do Sul
Brazil, Universidade De São Paulo
Chile, Instituto Profesional IPP
Chile, Carrera De Periodismo, Universidad De Concepción
Chile, Escuela De Diseño, Pontificia Universidad Católica De Chile
Chile, Escuela De Periodismo, Universidad De Santiago De Chile
Chile, INACAP
Chile, Instituto Profesional Santo Tomás
Chile, Instituto Profesional La Araucana
Chile, Instituto AIEP De Universidad Andrés Bello
Chile, Instituto Profesional Duocuc- Sede San Carlos De Apoquindo
Chile, Instituto Profesional Arcos
Chile, Instituto Profesional De Chile
Chile, Instituto Profesional Los Leones
Chile, Universidad Católica De Temuco
Chile, Universidad De Artes Y Ciencias Sociales ARCIS
Chile, Universidad Diego Portales, Escuela De Diseño
Chile, Universidad De Antofagasta
Chile, Universidad De Las Américas

Chile, Universidad Del Pacifico
Chile, Universidad De Valparaiso
Chile, Universidad Internacional SEK
Chile, Universidad Mayor, Centro Mayor De Innovación Y Diseño
Chile, Universidad Profesional Santo Tomás
Chile, Universidad Tecnológica Metropolitana
Chile, Escuela de Comunicaciones Alpes
Colombia, Universidad De Los Andes in Bogotá
Venezuela, Universidad Catolica Andres Bello

Asia

Hong Kong, The Hong Kong Polytechnic University
India, Jamia Millia Islamia
India, Jnafau College of Fine Arts, Hyderabad
India, National Institute of Design
Indonesia, Photo District Jakarta
Indonesia, STIKOM, The London School of Public Relations – Jakarta
Japan, Tokyo Zokei University
Philippines, College Of Fine Arts, Up, Diliman
Pakistan, Fatima Jinnah Women University
Singapore, Nanyang Technological University
Thailand, The Art Center Chulalongkorn University
Turkey, Anadolu University

Africa & The Middle East

Africa, Conservatoire des Arts et Métiers multimédias Balla Fasseké Kouyaté
Dubai, American University in Dubai
Ghana, National Film And Television Institute (NAFTI)
Palestine, Palestine Polytechnic University
South Africa, Nelson Mandela Metropolitan University
South Africa, Rhodes University
South Africa, Stellenbosch Academy of Design And Photography
South Africa, Tshwane University of Technology
South Africa, University Of Johannesburg
South Africa, Vaal University of Technology
South Africa, University of Cape Town

- Dates for Student Focus are as follows:
8 February – 12 photographers from six winning institutes (one from each continent) are announced
21 April – Dusk Til Dawn competition
22 April – Winner announced in Cannes
- Astrid Merget, Event Director and Scott Gray, Managing Director of the WPA are available for interview through Colman Getty
- Images from the 2009 Sony World Photography Awards are available via Colman Getty. Use of images must comply with SWPA terms and conditions (see below)
- The Sony World Photography Awards, launched in 2007, lend a global platform for the photographic industry and community. Through a variety of international programmes including the World Photography Forum, the launch of an online

magazine and a gallery, an international student programme and a touring exhibition, the World Photography Organisation will continue to discover new talent and create avenues through which to reward photographers with the support and expertise of industry professionals

- For further information about the awards and to enter the competition please visit www.worldphotographyawards.org

- **About Sony**

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Through its long-term football partnerships as an official sponsor of the UEFA Champions League until 2012, Official FIFA Partner until 2014 and global sponsor of the FIFA World Cup™ in 2010 and 2014, Sony is inspiring a sense of excitement for the millions of football fans around the world.

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