



Sony World Photography Awards
Cannes 2010



Student Focus

Stellenbosch Academy of Design And Photography has been accepted for Sony World Photography Awards University Programme



© Neal Kartik and Pranab Kumar Aich courtesy of Sony World Photography Awards 2009

- **120 Institutions across six continents to compete in the Sony World Photography Awards 2010**
- **Student competition to create unique exhibition capturing the theme 'War & Peace'**

Stellenbosch Academy of Design And Photography, South Africa has been accepted as one of the 120 institutions for the prestigious Sony World Photography Awards Student Focus 2010.

The Sony World Photography Awards (SWPA) has further expanded its student initiative creating a truly global competition to discover tomorrow's professional photographers.

Building on the success of the 2008 and 2009 competitions, Student Focus incorporates students and photography institutions across six continents – North America, South America, Europe, Africa, Asia and Australasia. This year's programme welcomes an incredible 120 institutions all competing with the hope of reaching the final stage of the competition in Cannes, France in April 2010.

The competition's brief is for the students to create an image which encapsulates 'War and Peace', as reflected in their country.

Students from 120 institutions, will submit their work online. A shortlist of two students from one institution on each continent will then be selected by the esteemed judging panel chosen from the World Photographic Academy. Judges include:

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

Sue Steward, photography critic, writer, radio broadcaster, photo-editor and journalist for a variety of national newspapers

The twelve shortlisted students, along with their tutors, win a trip to Cannes in April 2010, where, as part of the World Photography Festival, finalists will conduct their final assignment. They will also participate in a series of lectures, talks and master classes led by the judging panel, industry figureheads and Academy members.

The overall winner will be announced, along with the winners of the professional and amateur categories, at the Sony World Photography Awards ceremony at the Palais des Festival. The *Student Focus* prize represents approximately 50,000 Euros' worth of photography equipment for the individual students and their institution department, courtesy of the sponsor, Sony.

A highlight of the festival in Cannes will be a showcase of photographs selected from the student submissions from all of the 120 participating institutions. When presented together, the photographs are expected to create a moving and truly global picture of the world today through the eyes of the student population.

Scott Gray, World Photography Awards founder, comments: "Student Focus is an integral part of our programme It provides a platform for both students and educational institutions from across the globe to compete, interact and develop through the medium of photography as well as providing us with the opportunity to support those students in taking their first steps into a professional career."

This year also sees the launch of the new Student Focus Facebook fan page which will be an opportunity for students and tutors to share their ideas as the competition progresses. Please visit <http://www.facebook.com/WPAStudentFocus>

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Notes to editors

The 120 selected institutions are:

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, Ecole Nationale Supérieure Louis Lumiere
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, Instituto Europeo di Design, Rome
Poland, Jan Matejko Academy of Fine Arts
Poland, Academy of Fine Arts in Wroclaw
Poland, University of Silesia
Portugal, Universidade Lusofona
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 Fotografics 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 television
Mexico, Escuela Nacional De Pintura, Escultura y Grabado La Esmerelda
New York, School of Visual Arts
New York, Parsons, The New School for Design
New York, Tisch School of Art, NYU
Oregon, Marylhurst University
Puerto Rico, Universidad del Sagrado Corazón
Virginia, James Madison University
Tennessee, NOSSI School 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 Pacífico
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, Conser 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

- The Sony World Photography Awards (WPA), launched in 2007, lend a global platform for the photographic industry and community. Through a variety of international programmes including a week-long photography festival, an online magazine, a gallery, an international student programme and a touring exhibition, the WPA continually discovers new talent and creates avenues through which to reward photographers with the support and expertise of industry professionals.
- Dates for Student Focus are as follows:
Registration ends: 30th November 2009
Judging: 4th-22nd January 2010
Shortlist announcement: 1st February 2010
Winner Announcement: 23rd April 2010
- Scott Gray, Managing Director of the WPA, is available for interview
- The winners of the 2009 student initiative – University Shoot Out – were Neal Kartik and Pranab Kumar Aich from Jamia Millia Islamia in India
- The WPA website - www.worldphotographyawards.org now features an online magazine and gallery. It also includes comprehensive information about the awards, the categories, a current list of World Photographic Academy members, and key dates
- Images from last year's competition are available via the website's press centre

- A full list of competing institutions is available via the website www.worldphotographyawards.org/studentfocus

- **About Sony:**

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