

OOSHOT AWARD —

**FIRST
EDITION
2018** The Ooshot Award discovers and
rewards visual content made for
creative commissions

PRESS RELEASE - Paris, MARCH 19, 2019

OOSHOT AWARD, THE EXHIBITION
FROM APRIL 19 TO 28, 2019
Magasins Généraux - BETC

Ooshot Award is pleased to present the winners of the first edition of its prize, dedicated to commissioned photography: Ambroise Tézenas and Frédéric Delangle, for "Sneakers like Jay-Z", portraits and words of exiles made with a view camera for Emmaus Solidarity. In exclusivity, Ooshot Award also presents the first images of their new project, initiated thanks to the endowment of 10 000 euros offered by the prize, which allows the winners to undertake a personal photographic project.

It is no coincidence that BETC, the advertising agency globally renowned for its creativity, has invited this new award's exhibition during two weeks at the Magasins Généraux: the Ooshot Award highlights the visions of artists commissioned by companies, institutions and, brands. Valerie Hersleven, founder of the Prize, wants to break the boundaries between art and commercial photography, reminding us that most of the great photographers have worked under commissions for advertising. One of her favorite pictures, Tears, was made by Man Ray for the mascara brand Cosmécil in 1933.

The exhibition also presents a selection of images from the pre-selected photographers: Adrian & Gidi for The Dutch Post and Mattel, Alma Haser for Save the Children, Ambroise Tézenas and Frédéric Delangle for Emmaüs Solidarity, Antoine d'Agata for Fujifilm, Arianna Lago for IIUVO, Armin Amirian, Bastiaan Woudt for Marie-Stella-Maris, Bela Borsodi for Lane Bryant and Symphoniacs (Germany) Art, Catherine Hyland for Patek Philippe, Charlie Engman for Emilio Pucci, Christopher Anderson for Canon, Katrien De Blauwer for the Champs Elysees Theater, Jalan and Jibril Durimel for Christopher Simmonds and Grace Wales Bonner, Harry Gruyaert for Hermès, Kourtney Roy for Pernod Ricard, Laura Bonnefous for Air Brigitte and Louis Roederer, Karen Knorr for La Samaritaine, Maia Flore for the Ministry of Tourism and Atout France, Massimo Vitali for Vilebrequin and Fontana Milano 1915, Lorenzo Vitturi for Valextra, Osamu Yokonami for Kenta Maeno and Mikimoto's, Patrick Gries for Van Cleef & Arpels, Ronan McKenzie for Base Range and Marieyat, Scheltens & Abbenes for Mutina, Arper and Scholten & Baijings, Studio Furious for The Silk T-shirt and Tim Parchikov for ChelPipe pipe plant.

OOSHOT AWARD EXHIBITION

From April 19 to April 28, 2019

Magasins Généraux - BETC 1, rue de l'Ancien Canal, 93500 Pantin

Guided tours: April 19th, 23rd, 24th, 25th and 26th, from 1 pm to 1:30 pm. Weekends from 12h to 12h30

Reminder: THE PRIZE - www.ooshotaward.com/en

2018 EDITION

30 nominators have proposed a selection of photographers who have marked commissioned photography over the last three years. Photographers could also apply individually.

235 photographers from 39 countries submitted applications. They delivered nearly 4,870 photos in the hands of a selection committee led by Valerie Hersleven, the instigator of the award. 26 finalists projects.

* 2018 jury

Alex Prager, President of the 2018 jury, photographer and director

Rémi Babinet, President and Founder of BETC and the General Stores and Creative Director, BETC Group

Xavier Barral, Publisher, Editions Xavier Barral

Susana Gallego Cuesta, Chief Curator, Exhibition Department, Photo Collection, Petit Palais

Valerie Hersleven, President-Founder and Creative Director, Ooshot

Francesca Marani, Photo Editor Vogue.it and PhotoVogue + curator, Photo Vogue Festival

Sylvain Orebi, President, Orientis (Kusmi Tea)

Sophie Toporkoff, Creative Director, Hermès, represented by Léa Ingrid Baseden

Christoph Wiesner, Art Director, Paris Photo

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**MAGASINS
GÉNÉRAUX**
created by **BETC**

O O S H O T
A W A R D —

© Adrian & Gidi for *NL Post*.



© Adrian & Gidi for *Mattel*.



© Alma Haser for *Save the Children*.



© Ambroise Tézenas & Frédéric Delangle for *Emmaüs Solidarité*.



Ahmed
I am 21 years old, I come from Somalia (Mogadiscio).
I am dressed in an ushanka and a coat that I was given in Russia.
I love this jumper and the hip-hop style.
If I am asked how much I paid for it, I will say it was a present.
I love Paris, the people are nice compared to in Stockholm, Berlin or Warsaw
If I had some money, I would buy a black jacket and Nike trainers.
I look good in black because I have caramel coloured skin.

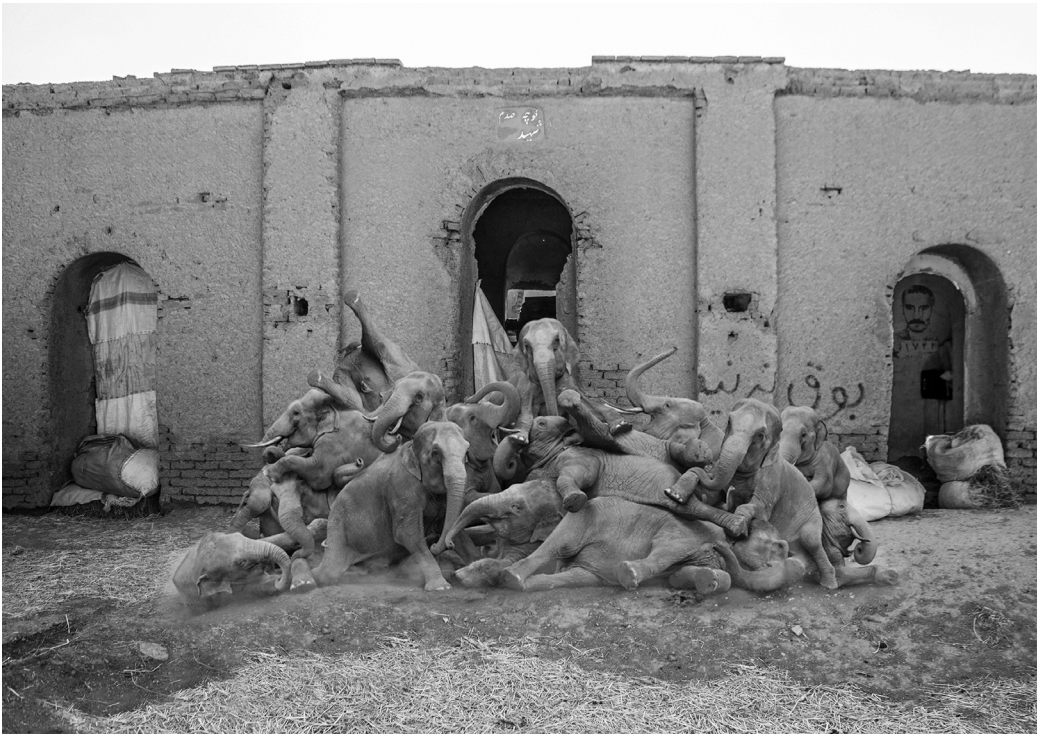
© Antoine d'Agata for *Fujifilm*.



© Arianna Lago for *IUVU*.



© Armin Amirian project *A'ar*.



© Bastiaan Woudt for *Marie Stella Maris*.



© **Bela Borsodi** for *Lane Bryant*.



© **Bela Borsodi** for *Symphoniacs (Germany) Art*.



© Catherine Hyland for *Patek Philippe*.



© Charlie Engman for *Emilio Pucci*.



© Christopher Anderson for *Canon*.



© Jalan and Jibril Durimel for *Christopher Simmonds*.



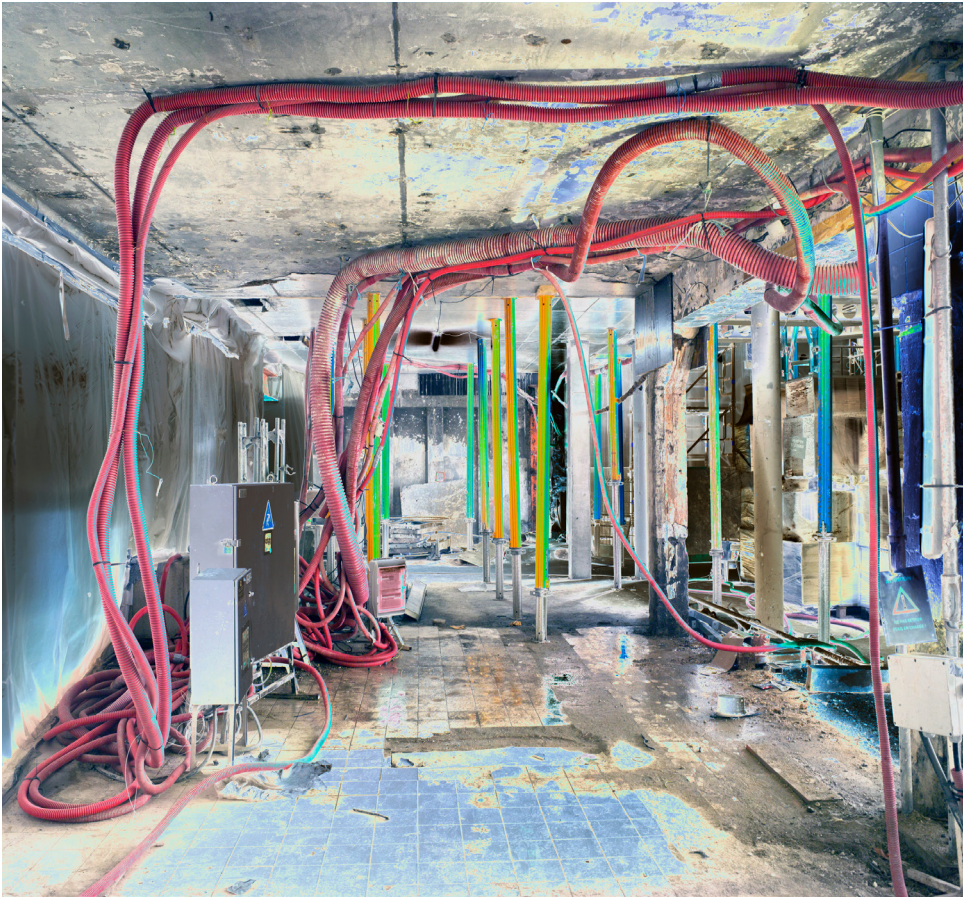
© **Jalan and Jibril Durimel** for *Grace Wales Bonner*.



© **Harry Gruyaert** for *Hermès*.



© Karen Knorr for *La Samaritaine*.



© Katrien de Blauwer for *Le Théâtre des Champs-Élysées*.



© Kourtney Roy for *Pernod Ricard*.



© Laura Bonnefous for *Louis Roederer*.



© **Laura Bonnefous** for ***Air Brigitte.***



© **Lorenzo Vituri** for ***Valextra.***



© **Maia Flore** for *Le Ministère du Tourisme and Atout France.*



© **Massimo Vitali** for *Vilebrequin.*



© Massimo Vitali for *Fontana Milano 1915*.



© Osamu Yokonami for *Kenta Maeno*.



© Osamu Yokonami for *Mikimoto's*.



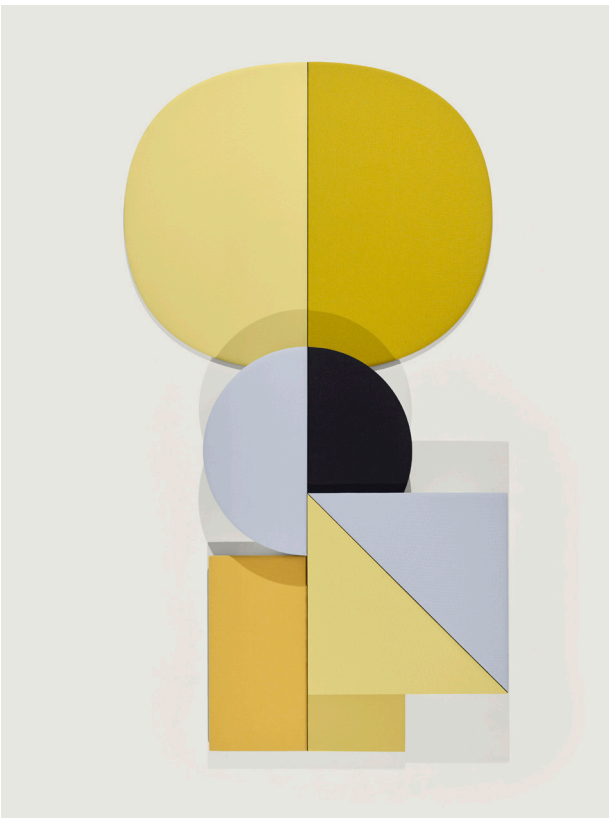
© Patrick Gries for *Van Cleef & Arpels* for the book "*Automate*".



© Ronan Mckenzie for *Base Range & Marieyat.*



© Scheltens Abbenes for *Arper.*



© Scheltens Abbenes for *Mutina*.



© Scheltens Abbenes for *Scholten & Baijings*.



© Studio Furious for *The Silk T-shirt*.



© Tim Parchikov for *ChelPipe pipe plant*.

