

OOSHOT AWARD —

**FIRST
EDITION
2018** The *Ooshot Award* discovers and
distinguishes images designed
for creative commissions

PRESS RELEASE

JULY 2ND 2018

COMMISSIONED PHOTOGRAPHY, A CREATIVE TERRITORY TO DISCOVER

The worldmap of photographic prizes is ever expanding and contemporary photography has never been so celebrated. In this landscape, commissioned photography appears as the poor cousin, although art has very often nourished advertising campaigns, and a multitude of artists have produced personal work in the context of commissions and orders. This close porosity between two apparently distant worlds leads today to a reflection on the status of the command photography, its stakes, its perspectives and its inscription in the histories of art and photography.

Designed by Ooshot, the visual content creation platform, the Ooshot Award wishes to reward visions of authors and artists serving brands, companies and institutions. By helping the sponsors better define their projects of communication through images, by accompanying them in their relationship with the photographer, by guiding the artists to understand the specifications that are submitted to them, Ooshot, through the *Ooshot Award*, matchmakes the talents of authors with the needs of the project. So that an image creator, a 'craftsman' of the eye, chosen for its artistic qualities, can be revealed, and suddenly do wonders ...

THE AMBITIONS OF THE OOSHOT AWARD

- Make clients more aware of the value of visual creation, consider more bold photographic commands, and convince them that the photographer's artistic gesture can nourish and enhance their communication to give it greater visibility.
- Recognize the creative side of commissioned photography to give both renowned and younger photographers the opportunity to create more and live better.

MODUS OPERANDI

The *Ooshot Award* will reward a photographic commissioning work done by a professional photographer on behalf of a client. It concerns all the sectors where images are solicited to serve a communication objective: corporation, institution, community, industry ..., whatever its field of application: fashion, advertising, beauty, still life, culinary, reportage / documentary, portrait, etc. The prize excludes only press photography.

The *Ooshot Award* will be sponsored by a renowned photographer, whose personal practice has been nourished in parallel to his/her commissioned work.

The jury of the *Ooshot Award* 2018 will be composed of 7 personalities from the worlds of the image, business and communication. It will be announced in September 2018.

For its first edition, the *Ooshot Award* will also invite **30 expert nominators** from the Image world to propose a selection of photographers who have marked the order photography during the last three years. Nominations are also open to all professional photographers at www.ooshotaward.com.

A **pre-selection of 20 to 25 candidates** will be made by Fannie Escoulen and Valérie Hersleven and submitted to the jury.

The laureate will receive **an endowment of € 10,000** to continue or undertake a personal photographic project. Special mentions and / or favorites of the jury may be awarded.

An awards ceremony and an exhibition in the spring of 2019 will take place at a prestigious place of the world of fashion or art in Paris.

CALENDAR

- SEPTEMBER 1

Opening of the official website www.ooshotaward.com

- SEPTEMBER 1 - NOVEMBER 11

Announcement of the 30 nominators and the jury on the Ooshot Award website

Online submission of applications

- END OF NOVEMBER

Pre-selection of 20 nominees

- DECEMBER 3

Jury deliberation

- SPRING 2019

Awards Night and Laureates' Exhibition

THE TEAM

The Ooshot Award is the brainchild of Valérie Hersleven, founder of Ooshot.com

The desire to create a new Prize dedicated to commissioned photography has been a twinkle in the eye of Valérie Hersleven who sought, throughout her professional career, to break down the boundaries between art and commercial photography. After starting her career at Apple and the VVL / BBDO communication agency in Belgium, she later became a photographic agent in London and Paris. She sold her agency in 2012 to launch Ooshot in 2014. Today, Ooshot operates in 47 countries and offers more than 5,000 service providers, videographers, motion designers and photographers.

The artistic direction of the Prize is led by Fannie Escoulen, independent curator, specialist in contemporary photography. Assistant director of the BAL in Paris since its creation in 2007 until 2014, she was the artistic director of the Levallois Prize for the Young International Photographic Talents from 2015 to 2017. She collaborates regularly with publishers on monography projects and also conducts consulting missions for companies and sponsors of photography.

THE OOSHOT AWARD PARTNERS

O O S H O T

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L'ADN

PRESS OFFICE

2e BUREAU

- Sylvie Grumbach, Martial Hobeniche T : +33 (0)1 42 33 93 18
- ooshotaward@2e-bureau.com

IMAGES - OOSHOT AWARD

1. Man Ray, Tears, 1993 (For Cosmecil, Arlette Bernard)*



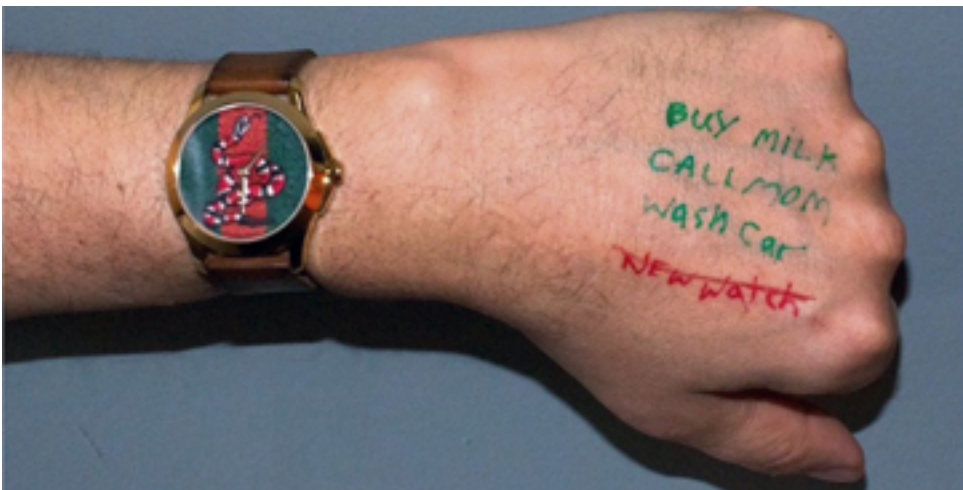
Man Ray : © MAN RAY TRUST / ADAGP, Paris 2018

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One of Man Ray's iconic photographs, Tears (1933), rediscovered during the exhibition "La subversion des images" at the Pompidou Center (Curation by Clément Chéroux and Quentin Bajac), is in fact an image made for the brand of mascara Cosmecil Arlette Bernard.

Thanks to the successive re-framing of the dancer's portrait for the advertisement and by Man Ray for the existence of the work by itself this major work is installed in the collective consciousness as one of Man Ray's masterpieces and beyond as one of the icons of surrealist photography.

2. Alex Soth for Gucci, 2017 (free to use)



© Alec Soth / Magnum Photos

When a great American photographer whose work is deeply rooted in the tradition of on-the-road photography, wide open spaces and melancholic characters hijacks the codes of fashion photography for the needs of an Instagram campaign for a Gucci watch collection ...

This campaign is yet another proof of Gucci's creative maturity on Instagram.