

OOSHOT AWARD —

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

PRESS RELEASE - September 13th 2018

THE PHOTOGRAPHIC COMMISSION, A CREATIVE TERRITORY TO DISCOVER

The topography of photographic Awards continues to expand and contemporary photography has never been so celebrated. In this environment, commissioned photography is yet to be acknowledged, although art has always nourished and inspired many advertising campaigns, and a multitude of artists have produced personal work in the context of missions and orders. This porosity between two often distant worlds leads us to a reflection on the status of commissioned photography, its stakes, its perspectives and its place in the histories of art and photography.

Launched by the visual content creation platform Ooshot, the Ooshot Award wishes to reward visions of authors and artists serving brands, companies and institutions.

The Ooshot Award allows talented authors to meet the needs of the clients, through helping the sponsors better define their image communication project, and accompanying them in their relationship with the photographer, and guiding the artists towards understanding the specifications of the orders submitted to them. Enabling an image creator, a visual 'craftsman', chosen for his artistic qualities, to be revealed, and suddenly do wonders ...

THE OOSHOT AWARD'S AMBITIONS :

- Make brands aware of the value of visual creation to them, be bolder in their photographic commissions, convince them that the photographer's artistic gesture can nourish and enhance their communication to give it greater visibility and power.
- Acknowledge and valorize the creative side of commissioned photography to give both renowned and younger photographers the opportunity to create more and improve their careers serving their clients.

COMMISSIONED PHOTOGRAPHY, AN ARTFORM IN ITSELF ?

Since its invention, photography has been stimulated by sponsors, for specific needs : public commissions like the one on Landscape and Society (French heliographic mission in the nineteenth century, photographic « mission Datar » in the 80s), early advertising campaigns between the two wars with avant-garde photographers and surrealists (Man Ray, Dora Maar ...), questioning the codes of fashion photography in the 60s (Guy Bourdin / Charles Jourdan, Peter Knapp / Courrèges...), industrial reports by photographic authors (Chris Killip / Pirelli, Josef Koudelka / Lhoist...), annual reports signed by big names (Raymond Depardon / Nestlé), and finally contemporary art meeting the world of luxury (Jeff Koons / Vuitton, Maurizio Cattelan / Kenzo)...

But can the constraints of the commission still allow the image to acquire the status of a work of art? The history of photography and contemporary creation are filled with such examples: the commission can be a creative engine that allows photographers and artists to apply their vision as authors on projects, and sometimes surprisingly unexpected ones.

Today with the new modes of uninterrupted and multichannel communication, including social networks, the flow of images cannot stop, giving image producers a space of unlimited creativity and more experimental testing, while offering new modes of communication to the sponsors.

The need for the Ooshot Award is essential, to promote the all pervasive but underestimated discipline of the commissioned photography, and to give back all its artistic legitimacy to a practice also defined as a creative territory.

MODUS OPERANDI

The Ooshot Award will reward a photographer whose commissioned work on behalf of a client strikes by its creativity and image making qualities. It concerns all sectors where the image is called upon to serve a communication objective : enterprise, institution, public authority, industry ..., whatever its field of application : fashion, advertising, beauty, still life, culinary, reportage / documentary, portrait, etc. The prize excludes press photography.

SPONSOR OF HONOR

The Ooshot Award is sponsored by William Klein, internationally renowned painter, photographer and filmmaker, and author of many iconic advertising campaigns (film and photo) (Dim, Citroën, Naf Naf, Ricqlès ...).

THE JURY

A jury composed of personalities from the world of image, business and communication will meet on December 3, 2018 to designate the winner and special mentions.

The jury of the Ooshot Award is chaired by Alex Prager, photographer and filmmaker. Alex Prager (USA) constructs enigmatic and elaborately staged scenes that draw inspiration from a wide range of influences and references, including Hollywood cinema, experimental films, popular culture, and street photography. Her work seamlessly crosses different genres of photography, from art to fashion to advertising. Prager has carried out major advertising and communication campaigns, notably for Mercedes Benz, Hermès, Dior, Bottega Veneta, Tiffany's...

- President of the jury : **Alex Prager**, Photographer, Los Angeles

- **Rémi Babinet**

Founding Chairman and Chief Creative Officer of BETC group

- **Xavier Barral**

Xavier Barral Publisher, Editions Xavier Barral

- **Susana Gallego Cuesta**

Senior Curator - Exhibitions Manager, Photographic Collection, Petit Palais

- **Valérie Hersleven**

President & Co-founder, Ooshot

- **Francesca Marani**

Photo Editor Vogue.it and PhotoVogue + curator of the Photo Vogue Festival

- **Sylvain Orebi**

President of Orientis (Kusmi Tea)

- **Sophie Toporkoff**

Creative Director, Hermès

- **Christoph Wiesner**

Art Director, Paris Photo

THE NOMINATORS

The Ooshot Award invited 30 nominators selected for their expert eye in their field of imagery to propose their selection of photographers who marked the scenery of commissioned photography the last three years. But beside being nominated a photographer can partake without any limit in age or territory.

CALENDAR

- SEPTEMBER 7
Opening of the official website www.ooshotaward.com
- SEPTEMBER 11 - NOVEMBER 11
Online applications
- NOVEMBER 16
Pre-selection of 20 to 25 nominees
- DECEMBER 3
Jury deliberation
- SPRING 2019
Awards ceremony evening and an 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

L'ADN
LES SÉQUENCES DE L'INNOVATION



OOSHOT AND PARIS PHOTO

Ooshot is proud to announce its partnership with the very prestigious Paris Photo exhibition as part of its platform conference cycle. As every year, these conferences held under the magnifying glass roof of the Grand Palais in Paris will address the most current themes of commissioned photography on Sunday, November 11 in the afternoon.

PRESS CONTACT

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IMAGES - OOSHOT AWARD

1. Man Ray, Tears - 1933 (For Cosmecil, Arlette Bernard)*



©Man Ray 2015 Trust / ADAGP

* Please contact ADAGP for all press use for the Man Ray image - sylvie.dumas@adagp.fr - 33 (0)1 43 59 09 35

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 Prager for Couronne - 2017 (free to use)



©Alex Prager, Couronne, 2017

"I approach my commissioned work with the same vision and vigor as any other project. I'm invigorated by the collaborative process of commissioned projects and the creative challenges I encounter when working this way. It can be an exciting process to find new ways to communicate with different audiences. It's in these moments and with a supportive counterpart that I've made some of my favorite, more experimental work". A.Prager

3. Michael Schnabel, A new Path, for O2 - 2009 (Libre de droit)



© Michael Schnabel, A new Path, O2, 2009

In the vast emptiness of the South African and Namibian deserts, everyday objects popped here and there, placed by the O2 campaign team who built surrealist art installations, giving birth to spectacular images. Chairs in the white sand dunes, ladders in a lagoon, lamps set on a dark desert floor at dusk and a hundred umbrellas swept by the strong desert wind required hours of preparation for this memorable experience. An atypical campaign awarded many times.

4. Ronan Guillou - Carte blanche for SNCF - 2015 (free to use)



© Roman Guillou, carte blanche, SNCF, 2015

Hugging on the platform of a train station to add emotion train travel. What could be stronger than a kiss on the platform of a train station? On the occasion of the international kissing day on July 6, 2015, and in parallel with an amateur photography contest organized by Polka magazine and SNCF, five professional French photographers were given carte blanche to celebrate these moments of departure or reunion.

5. Alec Soth for Gucci - 2017 (free to use)



© Alec Soth / Magnum Photos / © Courtesy of Gucci

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.

6. "Wong Wong by Stephen Wong" photographed by Bela Borsodi - 2009 (Free to use)



© Bela Borsodi, "Wong Wong by Stephen Wong", 2009

Bela hijacks daily objects to create surreal compositions forcing his viewer to take a different look at them. He masterfully brings this approach to his commissioned work as well as his artistic endeavours.

"This campaign was created in 2009 for Stephen Wong, and my girlfriend volunteered to pose. It was a simple idea to wrap her naked body with the football scarves and create a sequence of images where she's gradually unwrap to leave nothing but the scarves on set. I believe in the creation of intriguing and touching images that tell a story. A fascinating image will stand out and can become iconic, or at least mark memories, whether in an artistic or commercial context. I am lucky to work with clients who understand and value what I do and trust my vision." BB

7. WILLIAM KLEIN, Publicis, Slips de DIM - 1971 (free to use)



<https://www.youtube.com/watch?v=bhyRpqYKits>

© WILLIAM KLEIN, Publicis, Slips de DIM, 1971

1968, the young are claiming the street, women are emancipating and fighting for their freedom. They want a better life, another sexuality. The wind of changes blows and skirts become minis.

Dim catches l'air du temps and launches the first coloured stockings and sexy showable under wear. 1971, William Klein tunes in and gets his models to dance wildly to DIM's tunes. William Klein's images infuse lightness, cunning innocence and rebelliousness to the representation of women. Underwear becomes the banner of freedom, to the instant benefit of DIM who rises to the status of societal phenomenon.