

Press Release

Media contacts:

Anna Cusden, Sutton PR
annac@suttonpr.com
+44 (0)207 183 3577

Paul Barrett
Syngenta International AG
Switzerland +41 61 323 2323

Melissa Emery, Sutton PR
melissa@suttonpr.com
+44 (0)207 183 3577

**For immediate release
April 8, 2014**

The Second Syngenta Photography Award Call for Entries

- **International competition provides photographers with an opportunity to explore global challenges through compelling images**
- **The Award theme is “Scarcity-Waste”**
- **Open to professional and amateur photographers, with \$65,000 in prizes, including a professional commission**

Syngenta today announced that the second Syngenta Photography Award is now open for entries. The Award aims to stimulate dialogue and create awareness around significant global challenges through powerful photography.

The Syngenta Photography Award invites professional and amateur photographers from all over the world to submit applications in two categories – The Professional Commission and the Open Competition. The Award offers total prize money of \$65,000, including a \$25,000 professional commission. Images from the Award will be exhibited in March 2015 at Somerset House, one of London’s most celebrated arts and culture venues.

The theme of the second Award is “Scarcity-Waste”. It draws attention to arguably the greatest challenge the world faces: how can we ensure there is enough land, food and water for future generations? The resources we use and the waste we create today means we already need the equivalent of one and a half planets.

Entries will be judged by a distinguished international judging panel chaired by author and curator William A. Ewing: “I am delighted to have been invited to chair the jury sessions for the second edition of the Syngenta Photography Award,” said Mr Ewing. “As Chair of the jury for the inaugural Award, I was deeply impressed with the quality of the work submitted in both the professional and open categories. It was a particular pleasure to discover outstanding work by photographers I had not previously encountered. I look forward to a similar experience this time around. And it is a real privilege to be involved in the lively and intelligent discussions that characterize the Syngenta Photography Award jury sessions.”

Mike Mack, CEO of Syngenta, said: “The success of the inaugural Syngenta Photography Award has demonstrated that photography is a powerful medium to foster a deeper understanding of global challenges, and has the ability to inspire us to find ways to create a more sustainable future.”

The application deadline for both the Professional Commission and Open Competition is September 15, 2014.

Judges and selection process

The members of the judging panel are:

William A. Ewing (Chair) – Curator, Photography Author, Director of Curatorial Projects at Thames & Hudson Publishing (Canada)
Iatã Cannabrava – Photographer (Brazil)
Stephen Dunbar-Johnson – President, International, The New York Times (United Kingdom)
Ekaterina Inozemtseva – Chief Curator at Multimedia Art Museum (Russia)
Marcus Lyon – Photographer (United Kingdom)
Mike Mack – Chief Executive Officer, Syngenta (United States)
Liu Heung Shing – Photographer and Photo Editor (China)

Open Competition advisors:

Simon Roberts – Photographer (United Kingdom)
Malu Halasa – Writer and editor (Jordan / Philippines)

The shortlist of finalists will be announced at the end of November 2014. The winners will be announced at the Syngenta Photography Award ceremony in March 2015.

How to Apply

The Award is free to enter. Applications to the Syngenta Photography Award must be submitted by completing the online application form at www.syngentaphoto.com.

Applications for the Professional Commission

Professional photographers are invited to submit a series of 5–10 compelling images relating to the theme of Scarcity-Waste, accompanied by a creative project proposal of a maximum of 500 words. The proposal should include description of the project as well as a budget that would require the grant of \$25,000. For further information on how to apply please visit the [Professional Commission web page](#).

Professional photographers are also invited to apply for the Open Competition.

Applications for the Open Competition

The Open Competition is open to all photographers who are 18 years or older on 15 September 2014, whether amateur, professional or student. Photographers are invited to submit between 1–3 thought-provoking and captivating images exploring the theme of Scarcity-Waste. For further information on how to apply please visit the [Open Competition web page](#).

For further assistance with applications, please email photo.award@syngenta.com

Notes to Editors:

The Syngenta Photography Award

Launched in 2012, the Syngenta Photography Award was created to stimulate dialogue around key global challenges and to establish an important platform to explore issues of global significance through photography. For the inaugural competition, exploring the theme Rural-Urban, 2,500 applicants from all over the world submitted their photographs to the Open Competition, including 450 submissions from professional photographers for the commission. The Rural-Urban exhibition is available online: <http://ruralurban.syngentaphoto.com/>

Winners of the first Syngenta Photography Award:

Professional Commission: Jan Brykczyński (Poland), First Prize Winner; Mimi Mollica (Italy), Second Prize Winner; Pablo Lopez Luz (Mexico), Third Prize Winner.

Open Competition: Holly Lynton (USA), First Prize Winner; Vitaliy Popkov (Ukraine), Second Prize Winner; André François (Brazil), Third Prize Winner.

Syngenta

Syngenta is one of the world's leading companies with more than 28,000 employees in over 90 countries dedicated to our purpose: Bringing plant potential to life. Through world-class

science, global reach and commitment to our customers we help to increase crop productivity, protect the environment and improve health and quality of life. For more information about us please go to www.syngenta.com.

Judges bios:

William A. Ewing is a curator, author and museum director. For many years he was also a professor at the University of Geneva, where he taught the history of photography. Ewing was Director of Exhibitions at the International Center of photography in New York from 1977 to 1984, and Director of the Musée de l'Élysée, Lausanne, from 1996 through 2010.

Iatã Cannabrava began his career as a cultural producer in 1989, presiding over the Union of Photographers from São Paulo State. As a photographer, Iatã Cannabrava explores the transformation of cities through its architecture and social issues. Cannabrava has his work shown in over 40 exhibitions and has published eight books.

Stephen Dunbar-Johnson has recently been appointed the president, international for The New York Times Company, having previously led the International Herald Tribune. He joins The Times to lead its global expansion efforts and oversee the operations of various international businesses. He has been responsible for both the journalistic and business operations of the newspaper across the globe.

Ekaterina Inozemtseva is the Chief Curator at Moscow Multimedia Art Museum. Inozemtseva is on the board of the museum's Programme in Support of Young Russian Artists. She is an expert in contemporary Russian and International art and photography from the beginning of the century.

Marcus Lyon is a British artist. His works and publications are held in both private and international collections. They have toured over 85 exhibitions across 90 countries in the last two decades. His early working life with Amnesty International in Latin America was the inspiration for his exploration of the issues surrounding development, urbanization and the interface between man and nature.

Michael Mack has been the Chief Executive Officer of Syngenta since 2008. He is actively involved in a number of key forums and international initiatives on food security, sustainable agriculture and rural development.

Liu Heung Shing shared the Pulitzer Prize for Spot News and an Overseas Press Club Award in 1992 for his coverage of the Soviet Union's collapse. In 1989, his image of Tiananmen was awarded Picture of the Year by the School of Journalism at University of Missouri and he was named Best Photographer by the Associated Press Managing Editors.

Simon Roberts is a British photographer whose work aims to deconstruct conventional interpretations of landscapes and people, whilst making meaningful commentaries on current social and cultural issues. The projects and commissions he undertakes often deal with our relationship to physical landscapes and notions of identity and belonging.

Malu Halasa is an editor and journalist covering the culture and politics of the Middle East. She is editor-at-large for *Portal 9: Stories and Critical Writing* about the City, a new architectural and arts journal from Beirut. Malu Halasa lives in London and writes for the British press.

Press Contact

For all press enquiries please contact:

Anna Cusden | Sutton PR | annac@suttonpr.com +44 (0)207 183 3577

Melissa Emery | Sutton PR | melissa@suttonpr.com +44 (0)207 183 3577

Follow the Syngenta Photography Award on Facebook:
<https://www.facebook.com/SyngentaPhotographyAward>