

# BLAKE ZIDELL & ASSOCIATES



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## NEW YORK PHOTO FESTIVAL FOLLOWS ITS MOST SUCCESSFUL EVENT TO DATE WITH SPECIAL ONLINE CONTENT AND PUBLICATION OF *NEW YORK PHOTO AWARDS 2010 PHOTO ANNUAL*

### Festival Website to Feature Lou Reed's Curated Slideshow and This Year's New York Photo Awards Winners and Honorable Mentions

Having just drawn record numbers of photo enthusiasts and culture aficionados to DUMBO, Brooklyn for its third annual, five-day program of events, The New York Photo Festival extends its 2010 offerings with online presentations of Lou Reed's acclaimed slideshow *Hidden Books, Hidden Stories* and the work of New York Photo Awards 2010 recipients. Also, leading up to the publication of this year's Awards photo annual book, the festival will post video interviews of the winners. Please visit [www.newyorkphotofestival.com](http://www.newyorkphotofestival.com) for updates.

Lou Reed's *Hidden Books, Hidden Stories*, one of the four main exhibitions in this year's festival, is an exceptionally personal compilation of imaginative and compelling visual narratives. In addition to a collection of photo books displayed at St. Ann's Warehouse, the show featured images by a variety of artists, projected on the St. Ann's stage during regular intervals throughout the festival. Among them are photographs by Alice O'Malley, Antoine D'Agata, Carl de Keyzer, Daido Moriyama, Michael Macioce, Ed Van Der Elsken, Emi Anrakuji, Henry Darger, Ken Kitano, Lieko Shiga, Masuhisa Fukase, Miguel Rio Branco, Morton Bartlett, Naoki Ishikawa, Naoya Hatakeyama, Nicolas Wormull, Osamu Kanemura, Oto Gillen, Paul Kooiker, Sakiko Nomura, Scott Irvine, and Sergey Bratkov. The images, accompanied by an original score by Reed, can now be viewed as a slideshow on the festival website.

Also on the site are the images that won New York Photo Awards and Honorable Mentions this year, along with the commentary of the jury, which was chaired this year by powerHouse Books CEO and New York Photo Festival co-founder Daniel Power. These include:

#### **Best Editorial – Single Image**

Winner – Alejandro Bringas

Honorable Mentions – Mohammed Salem & Benjamin Norman

#### **Best Editorial – Series**

Winner – Andre Liohn

Honorable Mentions – Mathias Braschler/Monika Fischer & Tomasz Tomaszewski

#### **Best Fine Art – Single Image**

Winner – Alice Belcredi

Honorable Mentions – Kai-Uwe Gundlach & Caitlin Teal Price

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## **Best Fine Art – Series**

Winner – J Carrier

Honorable Mentions – Aaron Vincent Elkaim & Jason Florio

## **Best Advertising – Single Image**

Winner – Felix Streuli

Honorable Mentions – Tobias Hutzler & Erik Hijweege

## **Best Advertising – Series**

Winner – Nadav Kander

Honorable Mentions – John Clang & Raul Krebs

## **Best Photographic Book**

Winner – Rob Hornstra

Honorable Mentions – Jeroen Hofman & Jeroen Kramer

In July, the winners, Honorable Mentions, and Notable Nominees of the New York Photo Awards will have their work featured in the *New York Photo Awards 2010 Photo Annual* book. Leading up to the book's publication, the festival's website will offer a series of video interviews with the winners.

## About the New York Photo Festival

Designed to be an American counterpart and thematic successor to the prestigious European photo festivals Les Rencontres d'Arles, PHotoEspaña, and Visa pour l'Image, the New York Photo Festival creates an international atmosphere of inspiring visual installations, professional and aficionado fellowship and camaraderie, and news-worthy staged presentations, awards ceremonies, and symposia during the busiest photography month in New York City.

Presented at St. Ann's Warehouse during each year's New York Photo Festival, the New York Photo Awards give visual artists the opportunity to reach key decision makers in the photographic community as well as the editorial, fine art, and commercial worlds, and honor talented photographers from all over the world whose exceptional work breaks new ground visually, intellectually and aesthetically.

Submissions are evaluated by an internationally diverse jury of photography, fine art, publishing and advertising luminaries, chaired this year by Daniel Power. This year, twelve major awards were given, and 24 artists received Honorable Mention certificates. Winners' work will be showcased not only on the New York Photo Festival website, but also in a group exhibition during next year's edition of the New York Photo Festival.

Gracious Assistance to the New York Photo Festival was provided by Two Trees Management, The New York Photo Awards, Datacolor, B&H, powerHouse Books and The powerHouse Arena.

For more information, please visit:

<http://www.newyorkphotofestival.com>

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