

NEW YORK PHOTO AWARDS



For Immediate Release

THE NEW YORK PHOTO FESTIVAL ANNOUNCES 2010 NEW YORK PHOTO AWARDS DETAILS

Festival Initiates Interim Awards

In their first two years, the New York Photo Awards have been considerably and increasingly successful, surpassing **New York Photo Festival** organizers' expectations for quality, reach and number of submissions. NYPH'10 is proud to announce details of the **New York Photo Awards 2010**, including the jury, awards ceremony, prizes and a new initiative: **Interim Awards** that are being given in the time leading up to this year's festival.

The mission of the New York Photo Awards is to 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 to honor talented photographers from all over the world whose exceptional work breaks new ground visually, intellectually and aesthetically.

Submissions—which are open this year until April 30—are evaluated by an internationally diverse jury of photography, fine art, publishing and advertising luminaries. This year's jury, chaired by powerHouse Books CEO and New York Photo Festival co-founder **Daniel Power**, includes **Patrick Amsellem**, Associate Curator of Photography, Brooklyn Museum; **Anthony Bannon**, Director, George Eastman House, International Museum of Photography and Film; **Louise Clements**, Senior Curator/Director, Format International Photography Festival; **Sean Corcoran**, Curator of Prints and Photographs, Museum of the City of New York; **Christoph Gamper**, VP Imaging Division, Datacolor, Italy; **Kathy Grayson**, Gallery Director, Deitch Projects; **Leah Hamilton**, Senior Creative Art Producer & Project Manager, Spike DDB; **Walter Keller**, Founder, Walter Keller Gallery, and Director, Scalo Publishing House; **Irene Kromhout**, Festival Coordinator, Noorderlicht International Photofestival; **Josette Lata**, Freelance Art Buyer; **Laura Serani**, Artistic Director, Rencontres de Bamako, Mali, Africa; and **Lorna-Mary Webb**, Company Manager, Rhubarb Rhubarb, Birmingham, UK.

The New York Photo Awards ceremony will return to **St. Ann's Warehouse** on **Friday, May 14 at 8:30 P.M.** The work of the Award Winners and Honorable Mentions will be presented on the big screen before an audience of industry luminaries. Twelve major awards will be publicly presented, and 24 artists will receive Honorable Mention certificates. Winners' work will be showcased not only at the New York Photo Awards ceremony and in a feature presentation on the New York Photo Festival website, but also in a group exhibition during next year's edition of the New York Photo Festival.

This year, all winners will receive prizes worth over \$1,000: a Canon S90 camera, courtesy of B&H, and a Spyder 3 Studio, courtesy of Datacolor. All winning entries will also be automatically eligible for inclusion in the New York Photo Awards 2010 Annual, available later this year via the New York Photo Festival website and select bookstores everywhere.

In advance of the New York Photo Awards 2010, three **Interim Awards** winners are being chosen, each by a different guest judge. Daniel Power selected the first winner, **Samantha Goldfien**, on March 22. The second and third Interim Winners will be announced on April 15 and April 30. Each Interim Award winner receive a \$250 B&H gift card and a feature presentation on the New York Photo Festival website.

BLAKE ZIDELL & ASSOCIATES

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 over the course of four-and-a-half days during the busiest photography month in New York City.

The festival was founded by Daniel Power and Frank Evers; the director of NYPH '10 is Sam Barzilay. The inaugural NYPH (May 14–18, 2008) proved an astounding success, with over 15,000 tickets sold, 2,500 industry professionals and artists, 1,000 members of the international press, packed seating for all day and evening programming events at St. Ann's Warehouse (450 capacity), 20 countries represented in curated and satellite pavilions, 85,000 clicked site visits, 47,000 blog posts, 2.5 million unique visits to www.nyphotofestival.com, 49 media partners, and over 3,000 submissions from 87 countries for the New York Photo Awards (www.newyorkphotoawards.com). The New York Photo Festival 2009 (May 13-17, 2009) provided the discoveries to U.S. audiences of Tim Hetherington and Jacob Holdt.

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

For more information about the New York Photo Awards, including submission guidelines, please visit:
http://www.nyphotofestival.com/site/?page_id=6824

**Press Contact: Blake Zidell at Blake Zidell & Associates,
718.643.9052 or blake@blakezidell.com.**