

PRESS
RELEASE

PRIX PICTO DE LA MODE

CALL FOR SUBMISSIONS. SEND YOUR APPLICATION
BY MAIL BEFORE SEPTEMBER THE 17TH, 2017.
www.picto.fr/PrixPictodelaMode

**ANNOUNCEMENT OF THE LAUREATES ON
OCTOBER THE 9TH, 2017 AT PALAIS GALLIERA**
FASHION MUSEUM OF THE CITY OF PARIS.

PALAIS
MUSEE DE LA MODE
GALLIERA
DE LA VILLE DE PARIS

JCDecaux

EXELMANS
audit & conseil

FONDATION
LOUIS
ROEDERER

LUMIERE
ILFORD

STUDIO
DAGUERRE

CDP

prophot

madame
TGA&O

fsheye



© **Laurent Henrion.** Laureate of the Prix Picto de la Mode 2016



© Julie Poncet. 2nd prize of the Prix Picto de la Mode 2016



© **Sasha Marro**. 3rd prize of the Prix Picto de la Mode 2016

THE TWENTIETH EDITION

Picto Foundation is pleased to launch the 20th call for candidature for the Prix Picto de la Mode.

A reference distinction for emerging talents in the fashion photography field, the Prix Picto de la Mode is using this new edition to reassert and strengthen its ambition to offer young photographers the opportunity of a prestigious encounter with the professional, international, institutional world of fashion.

In 2017, the Prix Picto de la Mode sees the arrival of a new prestigious partner, the Palais Galliera, the Fashion Museum of the City of Paris.

The Palais will be partnered with Picto Foundation throughout the award process (participating in the jury, organising the prize-giving ceremony on 9 October 2017). This association arises from a wish to form a sustainable link between the fashion and emerging photography worlds. Through this partnership, Picto Foundation will also enable each of the prize-winners to see their works hanging in the public collections at the Palais Galliera.

« The Palais Galliera, the Fashion Museum of the City of Paris is pleased to be associated with the Prix Picto de la Mode. With more than 56000 images, the museum's one-of-a-kind collection traces the history of fashion photography from the 19th century to the present day with the presence of some illustrious names: Adolph de Meyer, François Kollar, Jean Moral, Henry Clarke, Peter Knapp, Sarah Moon... For several years the emphasis has been on the acquisition of contemporary fashion photographs such as those by Juergen Teller or Viviane Sassen. With the Prix Picto de la Mode, the Palais Galliera has established itself firmly in its time and will be working to reveal and support young creativity. »

Sylvie Lécallier, in charge of
the photographic collection in the Palais Galliera



CALENDAR

APRIL 24TH - SEPTEMBER 17TH.

SUBMISSION ON LINE OPEN.

SEPTEMBER 25TH.

ANNOUNCEMENT OF THE FINALISTS ON
OUR WEBSITE AND SOCIAL MEDIAS.

OCTOBER 9TH.

JURY AND ANNOUNCEMENT OF THE
LAUREATES AT PALAIS GALLIERA, PARIS.

PRESENTATION OF THE AWARD

The Prix Picto de la Mode was initiated in 1998 by the Picto laboratory in order to support fashion photographers under the age of 35 in launching their career. The award revealed talented photographers with an international career: **Louis Decamps** (Laureate 1998), **Sofia & Mauro** (Laureates 2002), **Marjolijn de Groot** (Laureate 2003) ou encore **Kourtney Roy** (Special attention 2007).

The Prix Picto de la Mode, which has evolved rapidly, thanks to its partners and to the jury each year renewed in the world of fashion, luxury, advertising, art and photography.

In 2013, the prize becomes international and includes international winners like **Alice Pavesi Fiori** (Italy) - Special attention in 2013, **Ting Ting Wang** (China) - Laureate 2013, **Charlotte Abramow** (Belgium) - Laureate 2014 or **Laurent Henrion** (Belgium) - Laureate 2016.

Since 2014, the prize rewards three photographs each year.

Now developed within the scope of the events programme run by the **Picto Foundation**, the fellowship fund of the **Picto** laboratory, this distinction puts the award-winners' works under the professional spotlight. The winners enjoy creative support thanks to the production of exhibition prints, the provision of a shooting studio, a digital retouching session and the display of the winner's images in advertising spaces in Paris.

CALL FOR SUBMISSIONS 2017

PARTICIPANTS MUST MEET THE FOLLOWING CONDITIONS:

- You must be under 35 years old before the submission deadline.
- Compulsorily submit **2 series** of photography: a minimum of **8 images**, **maximum of 10 images**.
- Send your **application** at prixpictodelamode@picto.fr:
 - Download and fill out the application form on www.picto.fr/PrixPictodelaMode.
 - Send your images though we-transfer or a link in low definition (1,5 Mo – 300 DPI max.) and in high resolution (20 Mo - 300 DPI min.) in .jpg format.
 - A brief biography (15 lines maximum) in .doc format.
 - A text which presents each serie.

Send the completed application to prixpictodelamode@picto.fr before September 17th.

INCOMPLETE AND LATE SUBMISSIONS WILL NOT BE CONSIDERED.

JURY

The jury of the Prix Picto de la Mode 2017 will be chaired by **Paolo Roversi**. It will be composed of: **Olivier Saillard** (Director of Palais Galliera), **Sylvie Lécallier** (Conservative at Palais Galliera), **Anne Marie Gardinier** (Photographer's Agent), **Nathalie Benchetrit** (Art Buyer at Publicis), **Laurent Henrion** (Photographer & 2016 Laureate), **Carla Sozzani** (Gallerist), **Natacha Wolinski** (Journalist), **Patrick Rémi** (Editor, Exhibition Commissioner), **Christoph Wiesner** (AD at Paris Photo), **Lolita Jacobs** (Image Director of Chloé), **Damien Melich** (JCDecaux), **Delphine Perroy** (Editor in Chief of Madame Figaro) and **Yann Vaternelle** (Louis Vuitton).

ORGANISER

The Prix Picto de la Mode is organised as part of the **Picto Foundation** programme of events. The Picto laboratories' fellowship fund brings together initiatives supported by the lab while meeting photographers' principal expectations: to promote, to share and to preserve photography.

To promote photography...

Picto Foundation supports and organises awards aimed at revealing and encouraging photographic talents. Picto Foundation develops and supports: the Prix Picto de la Jeune Photographie de Mode, the Prix Niépce, the Bourse du Talent and the Estée Lauder Pink Ribbon Photo Award.

To share photography...

The mission is to support photographers in making their works widely known and planning their marketing campaigns. Picto Foundation is partner, among others, to: Paris Photo, The Eyes, Le BAL, Fisheye Gallery, Rencontres d'Arles and Promenades photographiques de Vendôme.

To preserve photography...

Picto Foundation safeguards and conveys know-how that allies craftsmanship and high technology by working with more than thirty visual arts and photography schools, and builds up photography collections.

PICTO
FOUNDATION

PARTENAIRES

The Prix Picto de la Mode is accompanied by a group of faithful partners, join by the Palais Galliera, the Fashion museum of the City of Paris.

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