

# PRIX PICTO DE LA MODE

**CALL FOR SUBMISSION**  
UNTIL FEBRUARY THE 28<sup>TH</sup>, 2019

**REGULATIONS ON**  
<https://www.pictofoundation.fr/candidature2019/>

**ANNOUNCEMENT OF THE  
LAUREATES ON APRIL THE 2<sup>TH</sup>, AT  
MAISON EUROPÉENNE DE LA PHOTOGRAPHIE**

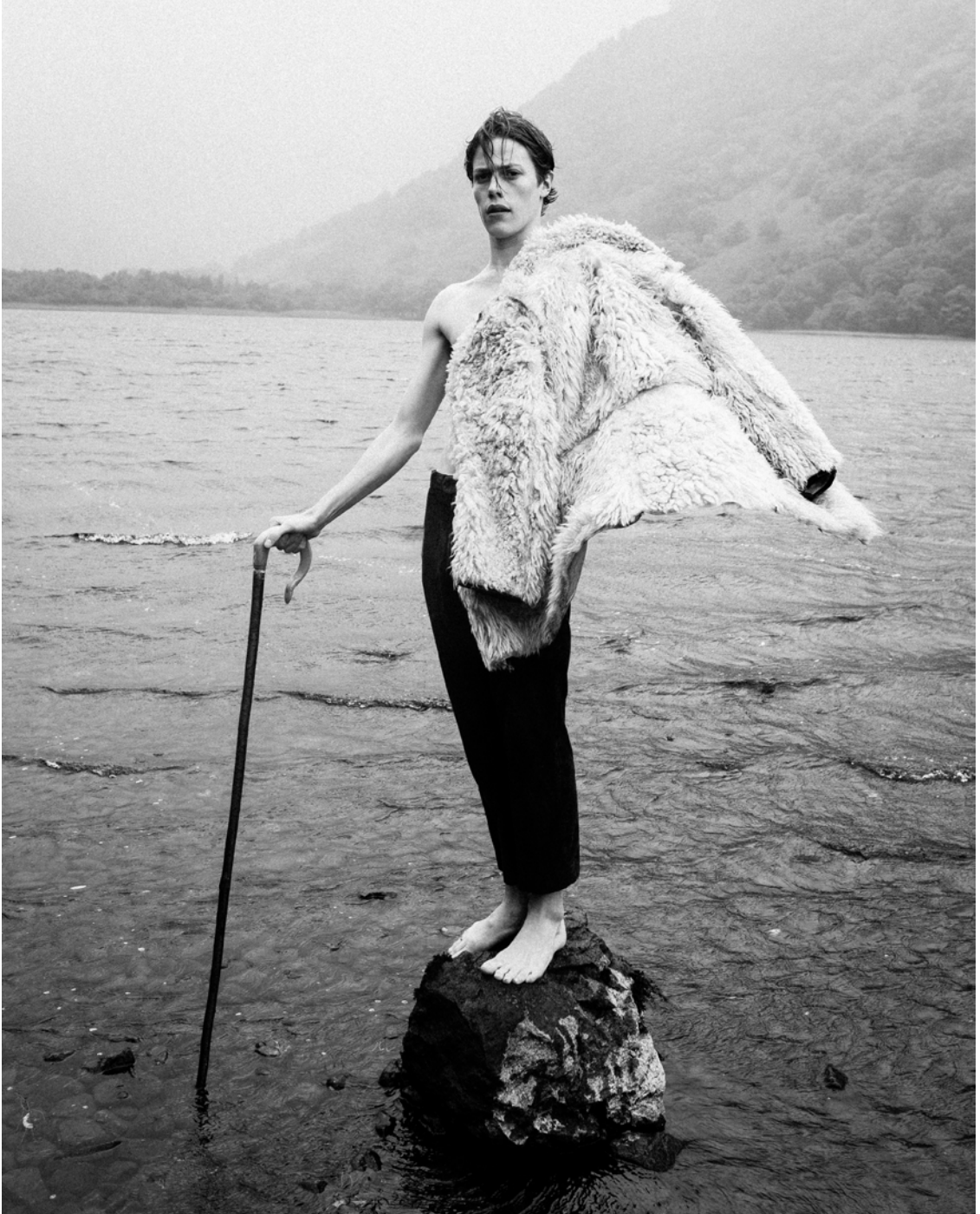
JURY CHAIRED BY MIREN ARZALLUZ, DIRECTOR OF PALAIS GALLIERA,  
MUSÉE DE LA MODE DE LA VILLE DE PARIS



© **Pascale Arnaud.** Laureate of the Prix Picto de la Mode 2017



© Elsa & Johanna. 2<sup>nd</sup> prize of the Prix Picto de la Mode 2017



© William Waterworth. 3<sup>rd</sup> prize of the Prix Picto de la Mode 2017

# THE 2019 EDITION

**After a year dedicated to an ephemeral installation of the awarded photographers presented at Palais Galliera in September 2018, Picto Foundation is pleased to launch the 21st call for submissions of the Prix Picto de la Mode.**

A reference distinction for emerging talents in the fashion photography field, the Prix Picto de la Mode is taking advantage of this new edition to change its calendar and to crown the winners every spring during Paris Fashion Week. An additional opportunity for participants to have the possibility of a prestigious meeting with the world of fashion, professional, institutional, international. It is in this perspective that **Palais Galliera**, musée de la Mode de la Ville de Paris, a main partner since 2017, is associated with Picto Foundation throughout the entire award process (participation in the jury, award ceremony) .

As the Palais Galliera is under construction for a period of one year, the Prix Picto de la Mode 2019 ceremony will take place on April 2 at the Maison Européenne de la Photographie. The jury will be directed by Miren Arzalluz, director of the Palais Galliera, together with Simon Baker, director of MEP as member of the jury.

The Prix Picto de la Mode aims to introduce new talents and **offers the winners supports for their career**. The winners have access 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 2019

## PARTICIPANTS MUST MEET THE FOLLOWING CONDITIONS:

- You must be under 35 years old before the submission deadline.
- Submit **2 series** of **8 images, maximum of 10 images**.
- Send your **application** at [prixpictodelamode@picto.fr](mailto:prixpictodelamode@picto.fr) :
  - Download and fill out the application form on <https://www.pictofoundation.fr/candidature2019/>.
  - Send your images through 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. Name your images as follows:  
NAME OF THE CANDIDATE\_NAME OF THE SERIE\_N ° OF PHOTO\_LR and  
NAME OF THE CANDIDATE\_NOM OF THE SERIE\_N ° OF PHOTO\_HR
  - A brief biography (15 lines maximum) in .doc format.
  - A text which presents each serie.

**Send the completed application to [prixpictodelamode@picto.fr](mailto:prixpictodelamode@picto.fr) before february the 28<sup>th</sup>, 2019.**

**INCOMPLETE AND LATE SUBMISSIONS WILL NOT BE CONSIDERED.**



# CALENDAR

**UNTIL FEBRUARY 28<sup>TH</sup>, 2019.**

SUBMISSION ON LINE OPEN.

**MARS 18<sup>TH</sup> 2019.**

ANNOUNCEMENT OF THE FINALISTS ON  
OUR WEBSITE AND SOCIAL MEDIAS.

**AVRIL 2<sup>ND</sup>, 2019.**

JURY AND ANNOUNCEMENT OF THE  
LAUREATES AT MAISON EUROPEENNE  
DE LA PHOTOGRAPHIE, 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) or **Kourtney Roy** (Speciale 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 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 enter the public collections of the Palais Galliera, the Fashion Museum of the City of Paris and the Picto Foundation Endowment Fund.



## ORGANISATION

The Prix Picto de la Mode is organised as part of the **Picto Foundation**. 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

## PARTNERS

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.

PALAIS  
MUSEE DE LA MODE  
GALLIERA  
DE LA VILLE DE PARIS

JCDecaux

EXELMANS  
audit & conseil

STUDIO  
DAGUERRE

LUMIERE  
ILFORD

FONDATION  
LOUIS  
ROEDERER

prophot

madame  
FIGARO

fisheye