

PRIX PICTO DE LA MODE

REGULATIONS ON

<https://www.picto.foundation.fr/candidature2020/>

ANNOUNCEMENT OF THE LAUREATES
ON APRIL THE 29TH, AT PALAIS GALLIERA,
MUSÉE DE LA MODE DE LA VILLE DE PARIS



© **Adeline Care.** Laureate of the Prix Picto de la Mode 2019



© Sean Mc Girr. 2nd prize of the Prix Picto de la Mode 2019



© Rosanna Lefevre. 3rd prize of the Prix Picto de la Mode 2019

THE 2020 EDITION

Picto Foundation is pleased to launch the 22nd call for submissions 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 delighted to welcome photographer Bettina Rheims as president of the jury for this edition.

This year 2020 will also be marked by stimulating innovations. Thus, in addition to **the production of exhibition prints and the display of the winner's images in advertising spaces** in Paris, the 1st Prize will receive a Leica camera worth € 4,990. This year we also launch the Prix Filippo Roversi as part of the Prix Picto de la Mode, with the support of photographer Paolo Roversi. It will highlight the originality of a photographer (photographic process, black and white / color / light treatments, etc.). Finally, the 3rd Prize will seek to identify an emerging photographer whose proposal deserves to be particularly encouraged.

The award ceremony for the Prix Picto de la Mode 2020 will take place on April 29th at the Palais Galliera, musée de la Mode de la Ville de Paris, freshly renovated after a year of construction. Partner of the Prize since 2017, the Palais Galliera allows award-winning photographers to enter a large public collection.

The Prix Picto de la Mode aims to introduce new talents. This program is part of Picto Foundation which supports the activity of emerging photographers.

THE ENDOWMENTS

FIRST PRIZE: PRIX PICTO DE LA MODE

- A Leica Q2 camera worth € 4,990
- An exhibition worth € 2,000 of manufacturing
- A JCDcaux poster campaign in Paris
- Entry into the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

SECOND PRIZE: FILIPPO ROVERSI PRIZE

- One day workshop with Paolo Roversi
- A signed print by Paolo Roversi
- € 1000 in production aid.
- Entry into the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

THIRD PRIZE: EMERGENCE PRIZE

- € 1,500 in implementation aid.
- Entry into the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

CALL FOR SUBMISSIONS 2020

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 :
 - Download and fill out the application form on <https://www.pictofoundation.fr/candidature2020/>.
 - 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 before
march the 29th, 2020.**

INCOMPLETE AND LATE SUBMISSIONS WILL NOT BE CONSIDERED.



CALENDAR

UNTIL MARCH 29TH, 2020

SUBMISSION ON LINE OPEN.

APRIL 6TH, 2020.

ANNOUNCEMENT OF THE FINALISTS ON OUR WEBSITE AND SOCIAL MEDIAS.

APRIL 29TH, 2020.

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) 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.



PARTNERS

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

