

PICTO
FOUNDATION

CALL FOR SUBMISSIONS
UNTIL SEPTEMBER 10TH 2021

PRIX PICTO DE LA MODE

REGULATIONS ON

<https://www.pictofoundation.fr/application2021/>

PALAIS
MUSEE DE LA MODE
GALLIERA
DE LA VILLE DE PARIS



le19M

JCDecaux

FONDATION
LOUIS ROEDERER

LUMIERE
ILFORD

STUDIO
DAGUERRE

prophot

madame
FIGARO

fisheye



© Chiron Duong. Laureate of the Prix Picto de la Photographie de Mode 2020

THE 2021 EDITION

Picto Foundation is pleased to launch the 23rd call for submissions for the **Prix Picto de la Photographie de Mode**.

A reference distinction for emerging talents in the fashion photography field, the Prix Picto de la Photographie de Mode is pleased to launch its new call for applications, after a year 2020 marked by stimulating innovations and partnerships. In addition to the exhibition produced by PICTO, the display offered by JCDecaux, the winner of the Prix Picto de la Photographie de Mode will receive a Leica camera.

Likewise, the **dotation 19M de la Photographie des Métiers d'Art** will designate a winner who will benefit from a carte blanche given by one of the brands brought together under the 19M, which gather Chanel Métiers d'Art's houses.

Paolo Roversi will present the **Filippo Roversi award** which will highlight the originality of a technical expertise put forward by a photographer.

Finally, partner of the Prix Picto de la Photographie de Mode since 2017, the **Palais Galliera** allows award-winning photographers to enter a recognized public collection.

With the support of its partners, the **Prix Picto de la Photographie de Mode** intends to strengthen its desire to discover and advance new talents.

THE ENDOWMENTS

FIRST PRIZE:

PRIX PICTO DE LA PHOTOGRAPHIE DE MODE

- A Leica Q2 camera worth € 4 990.
- The production of an exhibition worth € 2 000.
- A JCDecaux display in advertising spaces in Paris.
- The possibility of entering the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

SECOND PRIZE:

DOTATION 19M DE LA PHOTOGRAPHIE DES MÉTIERS D'ART

- An assignment worth € 5 000 from one of the Chanel Métiers d'Art's houses gathered within 19M.
- The provision of a studio for a day of shooting by Studio Daguerre
- The possibility of entering the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

THIRD PRIZE:

FILIPPO ROVERSI PRIZE

- A one-day workshop with Paolo Roversi.
- A signed print by Paolo Roversi.
- A grant of € 1 000 in production at PICTO lab.
- The possibility of entering the public collections of the Palais Galliera, Fashion Museum of the City of Paris.

CALL FOR SUBMISSIONS 2021

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 in .pdf format at prixpictodelamode@picto.fr :
 - Download and fill out the application form on <https://www.pictofoundation.fr/application2021/>.
 - A brief biography (15 lines maximum) in .pdf format.
 - A text which presents each serie in .pdf format.
- 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

Send the completed application to prixpictodelamode@picto.fr

before SEPTEMBER 10TH, 2021.

INCOMPLETE AND LATE SUBMISSIONS WILL NOT BE CONSIDERED.

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© Christian D'Orsi - Laureate of the Prix 2020

CALENDAR

SEPTEMBER 10TH 2021

END OF THE CALL FOR SUBMISSIONS.

SEPTEMBER 2021

ANNOUNCEMENT OF THE FINALISTS ON OUR WEBSITE AND SOCIAL MEDIAS.

OCTOBER 2021

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

PRESENTATION OF THE AWARD

The **Prix Picto de la Photographie de 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 Photographie de 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, **Chiron Duong** (Vietnam) - laureate 2020 of the Prix Picto de la Photographie de Mode and **Lucie Khahoutian** (Armenia) - lauréate 2020 of the dotation 19M des Métiers d'Art. 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. Since 2020, **19M**, gathering Chanel Métiers d'Art's houses, and photographer Paolo Roversi have supported the Prix Picto de la Photographie de Mode for two prestigious distinctions.

ORGANISATION

The **Prix Picto de la Photographie de 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 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 an expertise 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.

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