

# PRIX PICTO DE LA MODE

## REGULATIONS ON

<https://www.pictofoundation.fr/application2022/>



le19M

PHOTOFestival  
St Barth ARTWeek 2021



FONDATION  
LOUIS  
ROEDERER



STUDIO DAGUERRE  
PRODUCTION  
PARIS



madame  
FIGARO

fisheye





© **Natalia Evelyn Bencicova.** Laureate of the Prix Picto de la Photographie de Mode 2021

# THE 2022 EDITION

**Picto Foundation** is pleased to announce the launch of the 24th edition of the **Prix Picto de la Photographie de Mode**.

Prix Picto de la Photographie de Mode has been a reference award for emerging talents in the field of fashion photography since 1998. It awards each year three photographers.

The **Grand Prix Picto de la Photographie de Mode** wins a Leica camera and an exhibition produced by PICTO. The second prize, **Dotation le19M de la Photographie des Métiers d'Art**, is given to a photographer who will collaborate with one of the resident houses of *le19M*, a new site conceived and designed by CHANEL, dedicated to the fashion crafts in Paris-Aubervilliers. The third prize, **Dotation Filippo Roversi**, underlines the originality of a technical know-how and offers its winner the possibility of a workshop with the photographer Paolo Roversi and production assistance from PICTO.

**Palais Galliera**, Musée de la Mode de la Ville de Paris, offers the winners the opportunity to join its collection. In 2021, **Photo Festival St Barth Art Week** joined Prix Picto de la Photographie de Mode, inviting one of the three winners to exhibit alongside great photographers and to benefit from an artist residency in St Barth.

With the support of its partners, Prix Picto de la Photographie de Mode intends to strengthen its commitment to the discovery of new talents.

# THE ENDOWMENTS

FIRST PRIZE:

## **GRAND PRIX PICTO DE LA PHOTOGRAPHIE DE MODE**

- A LEICA SL2-S camera with an SL 24-70 mm lens.
- The production of an exhibition worth € 2 000.
- The possibility of entering the public collections of the Palais Galliera, Musée de la mode de la Ville de Paris.

SECOND PRIZE:

## **DOTATION *le19M* DE LA PHOTOGRAPHIE DES MÉTIERS D'ART**

- A photographic commission worth €5 000 carried out on behalf of the Galerie *le19M*, in collaboration with one of the resident fashion houses of *le19M*, place of fashion crafts in Paris-Aubervilliers.
- The provision of a studio for a day of shooting by Studio Daguerre
- The possibility of entering the public collections of the Palais Galliera, Musée de la mode de la Ville de Paris.

THIRD PRIZE:

## **DOTATION FILIPPO ROVERSI**

- 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, Musée de la mode de la Ville de Paris.



# CALL FOR SUBMISSIONS 2022

## 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 the complete application including :

- The **application form** on :

<https://www.pictofoundation.fr/application2022/>.

- A **brief biography** (2500 characters maximum)
- A **text which presents each serie** (2500 characters maximum)
- **The photos** by download link in:

**Low Definition** (1000 pixels small side maximum) and **High definition in jpg format, the files formatted for an A3+ format** (32.9 x 48.3 mm.) **at 300 DPI** (printing of a portfolio for the finalists).

### Name your images as follows:

NAME OF THE CANDIDATE\_NAME OF THE SERIE\_N ° OF PHOTO\_LR

NAME OF THE CANDIDATE\_NOM OF THE SERIE\_N ° OF PHOTO\_HR

Send the completed application to [prixpictodelamode@picto.fr](mailto:prixpictodelamode@picto.fr)  
before **MARCH 21, 2022.**

INCOMPLETE AND LATE SUBMISSIONS WILL NOT BE CONSIDERED.

**PICTO**  
FOUNDATION

**CALL FOR SUBMISSIONS**  
UNTIL MARCH 21, 2022

# PRIX PICTO DE LA MODE

**REGULATIONS ON**  
<https://www.pictofoundation.fr/application2022/>

PALAIS GALLIERA  
Leica le19M PHOTOFestival St-Barth ART Week 2021 FONDATION LOUIS ROEDERER  
LUMIERE ILFORD STUDIO DAGUERRE PRODUCTION p madame FIGARO fisheye

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# CALENDAR

## **MARCH 21, 2022**

END OF THE CALL FOR SUBMISSIONS.

## **END OF MARCH 2022**

ANNOUNCEMENT OF THE FINALISTS ON OUR WEBSITE AND SOCIAL MEDIAS.

## **APRIL 2022**

JURY AND AWARDS CEREMONY

# 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** 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, **Chiron Duong** (Vietnam) - laureate 2020 of the Grand Prix Picto de la Photographie de Mode and **Lucie Khahoutian** (Armenia) - laureate 2020 of the **dotation le19M de la Photographie des Métiers d'Art**. Since 2014, the prize rewards three photographs each year.

In 2017, the Prix Picto de la Photographie de Mode sees the arrival of a new prestigious partner, the **Palais Galliera**, Musée de la mode de la Ville de Paris. Since 2020, **le19M**, gathering the resident houses of the Craft of Fashion in Paris-Aubervilliers, and the photographer **Paolo Roversi**, support the Prix Picto de la Photographie de Mode for two prestigious distinctions. In 2021, the **Photo Festival St Barth Art Week** joins the Prix Picto de la Photographie de Mode and invites one of the three winners for an exhibition and a residency.

## 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.

PALAIS  
MUSÉE DE LA MODE  
GALLIERA  
DE LA VILLE DE PARIS



le19M

PHOTOFestival  
St Barth ARTWeek 2021

FONDATION  
LOUIS  
ROEDERER

LUMIERE  
ILFORD

STUDIO DAGUERRE  
P R O D U C T I O N  
- P A R I S -



madame  
FIGARO

fisheye



## CONTACTS

### PRIX PICTO DE LA MODE

#### **Pauline Boscher**

Project manager

[paulineb@picto.fr](mailto:paulineb@picto.fr)

T : +33 6 35 12 47 67

#### **PRESS OFFICE**

##### **2e BUREAU**

Marie Laure Girardon, Hugo Howlett

[pictofoundation@2e-bureau.com](mailto:pictofoundation@2e-bureau.com)

T: +33 1 42 33 93 05

### **PICTO**

FOUNDATION

#### **Vincent Marcilhacy**

Director of the endowment fund  
of the PICTO laboratories

[vincentm@picto.fr](mailto:vincentm@picto.fr)

T : +33 1 53 36 21 21

P : +33 6 03 42 98 73

#### **Pauline Boscher**

Project manager

[paulineb@picto.fr](mailto:paulineb@picto.fr)

T : +33 6 35 12 47 67