

THE EYE OF PHOTOGRAPHY

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France

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Call for application / Picto Award for Fashion Photography



Preview

The 28th edition of the Picto Fashion Photography Award has a special significance for the PICTO Foundation. After 2025, the year in which PICTO celebrated its 75th anniversary, 2026 marks the 10th anniversary of the PICTO Foundation endowment fund. This year also coincides with a major event in photography: the celebration of its bicentenary.

The Picto Fashion Photography Award is a key pillar of the work carried out by PICTO, a long-standing player in the photography ecosystem, in support of creativity and emerging talent. Created nearly 30 years ago, it is part of a long-standing commitment to photography, echoing the celebration of its bicentenary in 2026.