

HYÈRES 2012

**27th International Festival
of Fashion & Photography
Festival, April 27–30
Exhibitions until May 27**

PHOTOGRAPHY COMPETITION

Every Spring in the South of France, the 'International Fashion and Photography Festival' spotlights young promising artists in the fields of fashion and photography. The festival proposes diverse exhibitions, professional panel discussions and two competitions. The competitions showcase 10 fashion designers and 10 photographers selected by a jury of professionals in each field. The work of the chosen candidates is presented to the jury and the public in either fashion shows (designers) or group exhibitions (photographers).

On the last days of the month of April, as every Spring since 1998, the villa Noailles will once again become the epicenter for emerging photography. There, in the photography section of the Festival de Hyères, ten artist-photographers will exhibit their personal conjugation of the verb to see. Hyères defends and praises photographic works that strive for sense, singularity, innovation and uncompromising artistic standards. The bodies of work spotlighted at Hyères are still being born. Yet, the articulateness of their aesthetic stances confidently allows us to bet on their projection into the future.

Attentively sorted and short-listed, an imposing lot of nearly 800 worldwide submissions is put under the scrutiny and appraisal of an international jury of professionals that gathers, late January, in Paris. The jury's choice of the ten photographers to showcase sets in motion an exacting curatorial and production process that will culminate shortly in the unveiling to the public, on the walls of the villa Noailles, of an exciting group exhibition: ten new artistic visions that will help shape the photography of tomorrow.

During the three days of the festival, the selected photographers meet to discuss their exhibited work and ongoing portfolios with the members of the jury. Art dealers, museum curators, art critics, art directors for magazines or advertising agencies, among past Festival jurors we can randomly mention Urs Stahel (Fotomuseum Winterthur), Marloes Krijnen (FOAM, Amsterdam), Dennis Freedman (W, New York), Charlotte Cotton, Glenn O'Brien, Mark Sanders (Another Magazine, London), Marta Gili (Jeu de Paume, Paris), Jörg Koch (032C, Berlin), Frits Gierstberg (Nederlands Fotomuseum, Rotterdam), Kathy Ryan (The New York Times, New York), William Ewing (Musée de l'Élysée, Lausanne), Oliviero Toscani, Erik Kessels (KesselsKramer, Amsterdam), etc. Agents, art dealers and art directors, all eager to meet new talent, also attend the Festival.

The Hyères meetings between artists and jurors render possible an in-depth discussion — elsewhere highly improbable — about the photographer's work and its potentialities. An intellectually intense exchange between photographers and key figures of the artistic and commercial spheres, these one to one meetings have often proved fruitful opening for the photographers the doors to different media, from the pages of a magazine to the walls of a museum or an advertising campaign.

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PHOTOGRAPHY RULES

GUIDELINES

The competition is open to any photographer or artist using the photographic medium on a regular basis.

No age nor nationality restriction apply.

Only photographers/artists who have not had an important exhibition in a gallery, or cultural institution of international importance, may take part. The competition does not distinguish according to genre; portraits, landscapes, still-lives, fashion etc are all admissible.

FORMAT

The competition consists of 2 rounds of evaluation:

- First round : entries must be submitted by email at the latest on November 15th, 2011 (see details below).

Following this first round, the festival committee will select approx. 60 portfolios. On November 30th, 2011, all entrants will be informed whether they have been selected for the second round, or not.

- Second round : selected participants for the second round must send prints of the images previously submit-ted by email, at the latest on December 12th, 2011 (see details below). The 2012 jury will meet during the month of January to select the ±10 short-listed photographers who will take part in the festival. All participants of the second round will be informed of the results by January 31st, 2012 at the latest.

In order to participate, please adhere to the following steps:

STEP ONE

Submission by email at the latest on Nov. 15, 2011

1 / visit the festival site at:

www.villanoailles-hyeres.com/hyeres2012

and download the entry form. Complete the entry form (do not omit any information requested), save it as a pdf. Rename the file in the following manner : surname_first name.pdf (eg. : smith_john.pdf) and return it

2 / Select 12 recent images from your work. Images can all belong to the same series or not).

3 / Send at the latest on November 15th, 2011 to

hyeresphoto2012@gmail.com an email with:

>> the completed entry form

>> your 12 images. Files must adhere to the following conditions: digital files in .jpg format at 72 dpi, RGB, 600 pixels high if in portrait format, 600 pixels wide if in landscape format.

Each file must be named according to the following manner: surname_first name_01.jpg (eg.: smith_john_01.jpg for the first file, smith_john_12.jpg for the twelfth etc.)

>> in the email itself, please copy paste the content of your completed entry form.

Please send 13 separate attachments (12 images + 1 pdf) in one email. Do not compress all of them in one folder. The email subject must also consist of your surname and first name in that order.

STEP TWO

If you are selected for the second round, send your prints at the latest on Dec. 12th 2011.

If, on November 30, 2011, or thereabouts, you have received an email informing you that your portfolio has been chosen ; you must complete the following procedure:

1 / Send the corresponding prints for the 12 images previously sent by email. Prints may be inkjet, traditional photographic prints, or lambda /light jet (any other format will be refused), they must not exceed the following dimensions: 30 x 40 cm (12 x 16 inches).

Each print must be labelled on the reverse with your surname and first name, and the title of the series if applicable.

2 / In the same envelope provide a printed copy of your completed entry form, as sent via email for the first round.

3 / Also provide in the envelope, for the return of your portfolio:

- If you live in France: a self-addressed envelope or packaging with the correct postage.

- If you do not live in France, you can either:

- >> provide the necessary self-addressed packaging for the return of your portfolio along with the sum of 20 euros as payment for postage of your portfolio (which must not exceed 2 kgs weight, or further costs will be incurred), payment to be made by :

- > cheque in euros made out to l'Association villa Noailles FIAMH

- > bank transfer to the account of l'association villa Noailles - FIAMH International Bank Account Number (IBAN) : FR76 4255 9000 3621 0284 7390 707 Bank Identification Code (BIC) : CCOPFRPPXXX, precisising the reference " PHOTO 2012 ".

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> cash (banknote of 20 euros only)

>> OR you may also attach a return on demand slip for a courier* (UPS/DHL/FEDEX or any other courier capable of returning your portfolio to the country of origin) along with any relevant account details

* The sender will be held responsible for any customs duty, taxes or fees which may arise due to the choice of courier. No such fees will be accepted on the behalf of the association, which reserves the right to refuse any portfolio. Prints are provided for the sole usage of the competition and as such have no commercial value, it is recommended therefore to declare them as "documents, no commercial value" in order to avoid any fees or delays with customs.

>> OR if you would prefer your portfolio not to be returned, please attach a note specifying it.

4 / Send all of the above to:

villa Noailles FIAMH / Photography - Montée de Noailles -
BP 70176 - 83405 HYÈRES CEDEX – FRANCE

postmarked no later than December 12th, 2011.

The festival will not be held responsible for any damage or loss which may occur during delivery or return.

FINAL RESULTS

The 2012 jury - a committee consisting of well known individuals from the spheres of art/photography, publishing and fashion - will sit during the month of January 2012 in order to select the photographers/artists (±10) who will exhibit in the festival.

All entrants participating in the second round of the competition will be informed of the results by January 31th, 2012 at the latest (no information will be made available by telephone).

If you have been selected, you will then:

- Be contacted by the organisers in order to discuss the presentation of your work.
- Have to provide the festival with your files (digital and negatives) in order to produce the exhibit prints (at the festival's expense).
- Agree to be present in Hyères from Thursday April 26th until Monday April 30th 2012 inclusive; (the festival will cover expenses for bed and board).

NB: All selected participants must commit themselves to adhere to and respect the festival programme (which may be altered at the organisers' discretion). The jury's decisions for the selection of participants and during the festival are final and without appeal.

ORGANIZATION

Association villa Noailles FIAMH

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Creative direction & Curatorship

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Information

enquiry.photocompetition@gmail.com

The festival is organized by the Association villa Noailles - FIAMH and has been financed, since its creation in 1986, by the city of Hyères, and since 2003 by the Communauté d'Agglomération Toulon Provence Méditerranée, with the support of the Direction Régionale des Affaires Culturelles (Ministère de la culture et de la communication), the Conseil Régional Provence-Alpes-Côte-d'Azur, and the Conseil Général du Var.

With the support of L'ORÉAL PROFESSIONNEL, LVMH, DEFI, JANVIER, THE SCHOOL OF VISUAL ARTS.