



# International Photo Contest

## *People's Landscapes*

2° Edition

Project Management: Eva Lorenzoni

# The contest

- After the success of the 1° edition (more than 150 participants from UNISCAPE Universities), the 2° edition of *People's Landscapes* has been launched on January 2011 and will end on the **May, 15**.
- This year the contest is open to all students from 18 to 35 years old attending any European University or any International University study abroad program based in Europe.
- The contest is divided in **3 sections**: idyllic landscapes, urban landscapes, landscape photography as social criticism. The winner of each section will be awarded with a 300 euros prize.
- The **Jury** is composed by Rita Biasi (Italy), Daniela Gazova (Slovak Republic), Thomas Panagopoulos (Portugal) and Veerle Van Eetvelde (Belgium). President of the Jury is the landscape photographer Carlos A. Schwartz (Spain).
- For this edition of the contest, UNISCAPE established an **institutional partnership** with Bienal de Canarias, and **media partnerships** with Museo Nazionale Alinari della Fotografia, Fratelli Alinari – Fondazione per la storia della fotografia and Deaphoto - Associazione Culturale.

# Project management

- December 2010: Ideation of the second edition, drafting of the announcement, definition of the Jury, research of institutional and media partners;
- January 2011: launch of the contest; promotion (through press releases and flyers) addressing UNISCAPE mailing lists, Universities press offices, photography associations, photography reviews, landscape reviews, social networks, blogs and websites; gathering and filing of participants' materials
- February-May 2011: gathering and filing of participants' materials; press review,
- April 2011: new round of promotion through mailing, press releases and flyers; gathering and filing of participants' materials, press review,
- May 2011: hand-out of all gathered materials to the Jury
- June/July 2011: organisation of the Jury's web conference to choose the winner of each session

Eva Lorenzoni, Communication Manager of UNISCAPE, is taking care of the whole management process.

By now the promotion is quite effective: the visits to UNISCAPE's website are significantly increasing (about 1500-1800 visits per weeks, the highest rates then ever), and we are collecting an important press reviews.

Many students are interested in participating, we expect receiving the actual files close to the deadline.

# Future developments

- The Tercera Bienal de Canarias will organise the final exhibition of this edition in 2012. On this occasion, a third edition of the contest could be launched. We are planning to enlarge the contest, including a “video” or “documentary” section.
- All images collected will become part of **UNISCAPE’s photographic archive** and can be used for any activity under the auspices of UNISCAPE.  
Some images collected during the first edition have already been used for the covers of UNISCAPE’s first publications (Living Landscape, Landscape as a Project), for the UNISCAPE’s brochure and for the header of UNISCAPE’s website.
- Each Member of UNISCAPE can ask to search this photographic archive and use our images for research activities, in publications etc., clearly indicating the author.

# Budget

The budget for this project is about 1500 euro net:

- ✓ 900 euro: winner prizes
- ✓ 250 euro: printing of the winning photos
- ✓ 350 euro: promotional materials, expedition of materials to the Jury, organisation of the Jury's web-conference, any other business

UNISCAPE will entirely cover these expenses, while the institutional partner *Bienal de Canarias* will cover the expenses for the final exhibition of the contest, which will be held on occasion of the Third Biennial of Canary Island in 2012.