



## Press information

### **'Leica Oskar Barnack Award 2016':**

#### **The latest round of the prestigious photographic competition brings numerous new features**

**Wetzlar, 21 January 2016.** The international photographic competition for professional photographers and up-and coming photographers under the age of 25, continues its rich tradition in its 36th year with numerous new features and significantly more attractive prizes for the winners. The winners of this year's 'Leica Oskar Barnack Awards' will be honoured in the course of an official prize-giving ceremony that will be held in Germany again for the first time in many years. What is more, the cash value of the prize for the winner of the category 'Newcomer Award' has been doubled to a total of 10,000 euros and, for the first time, the work of ten further entrants will be honoured.

The invitation for entries for the 'Leica Oskar Barnack Award' 2016 begins on 1 March 2016. Photographers interested in taking part can now submit their applications and photographic projects online until 15 April 2016. The terms and conditions of entry can be downloaded from [www.leica-oskar-barnack-award.com](http://www.leica-oskar-barnack-award.com) in time for the start of the competition.

With prizes amounting to a total cash value of 80,000 euros, the 'Leica Oskar Barnack Award' is one of the segment's most prestigious photographic competitions. The winner in the main category will be honoured with a cash prize of 25,000 euros and Leica M-System equipment (a camera and lens) valued at an additional 10,000 euros. This year, the prize money for the Newcomer Award has been doubled: the winner in this category will be honoured with a cash prize of 10,000 euros and will also be presented with a Leica rangefinder camera and lens. In addition to the main categories, a further ten photographers will be awarded cash prizes of 2,500 euros each and, for the first time this

year. will thus also bear the honour of being among the twelve best photographers in the competition. The portfolios of all the finalists will be presented on the website [www.leica-oskar-barnack-award.com](http://www.leica-oskar-barnack-award.com) and published in a special issue of LFI Magazin.

A jury of prominent international experts determines the award winners in a selection process and pays particular attention to the photographers' unerring powers of observation and how they show the relationship between man and the environment, expressed graphically in self-contained portfolios of up to twelve images.

The members of this year's jury are: Karin Rehn-Kaufmann, Art Director Leica Galerien International (Salzburg), JH Engström, photographer and last year's award winner (Karlstad, Sweden), Christine Ollier, Art Director Galerie Filles du Calvaire (Paris), Chris Boot, Executive Director, Aperture Foundation (New York) and Lorenza Bravetta, Director, Camera – Italian Centre for Photography (Turin).

The 'Leica Oskar Barnack Award' will also see the presentation of a public award for a winner determined by online voting on the website [www.i-shot-it.com](http://www.i-shot-it.com), the online platform for photographic competitions. The winner in this category will receive a cash prize of 2,500 euros. A prize draw for non-cash prizes of Leica compact cameras will also be held for all those who participated in the vote.

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