

# Contest rules



Alliance Française  
Madrid



## ***What about Tomorrow?*** **European Photography Competition 2022**

### Organized by:

*Goethe-Institut Madrid, Institut Français Madrid, Alliance Française Madrid,*

### And with support from:

*Deutsch-Französischer Kultur - Fonds Culturel Franco-Allemand  
the German Embassy in Spain, and the French Embassy in Spain*

### In collaboration with:

*the Representation of the European Commission in Spain, EFTI – International Center for  
Photography, Leica Camera Iberia, IED Madrid, OSTKREUZ – Agentur der Fotografen*

## **CONTEST RULES**

### **INTRODUCTION**

“What about Tomorrow?” is the title of a Spanish-French-German project, co-organized by the Alliance Française Madrid, the Goethe-Institut Madrid, and the Institut Français Madrid with the support from the French and German embassies in Spain, as well as the Commission of the Ministries of Foreign Affairs of France and Germany as part of its cultural program "Deutsch-Französischer KulturFONDS Culturel Franco-Allemand."

The project also relies on collaboration from EFTI - International Center of Photography and Film and support from Leica Camera Iberia, IED Madrid, Representation of the European Commission in Spain, and OSTKREUZ -Agentur der Fotografen (Berlin).

Part of the project consists of a photography competition that is open to young European photographers and invites them to submit new ideas and visions for the future.

## **PROJECT PHILOSOPHY**

With this photo contest, the organizers and their collaborators aim to promote photography as one of the few artistic disciplines capable of exploring and portraying specific historical contexts and events, regardless of whether they affect us personally or are alien to us: artistic and architectural photography that bears witness to the passage time, nature photography, street photography or photojournalism reporting on wars, historical, political, and cultural events, and all this in the context of the current pandemic and the complex global political climate, its measures, and its consequences.

The theme of the photo contest is "What about Tomorrow?": based on the experience of the pandemic and recent drastic changes in the geopolitical context, the organizers and their collaborators invite young European artists to reflect on coexistence, integration, differences, and acceptance and share their vision of the future, with a focus on interpersonal relationships, ideas, and the prospects for a common European and international future.

Preference is given to diptychs that express a dynamic and an evolution that makes it possible to analyze and promote ongoing developments and young people's hopes for the future. Participants are invited to present a photographic diptych that shows an evolution, a change between the present and the future in a complex post-pandemic geopolitical context. The works submitted may also be photomontages based on combining different techniques (collage, design, filters, etc.) and/or digital technologies.

## **OBJECTIVES**

The European photo contest "What about Tomorrow?" is looking for the best contemporary European photography and aims to introduce young European artists and their artistic and photographic visions of the future and help them carry out their photography projects.

The three finalists will win cash and in-kind prizes and, in addition, the Goethe-Institut, the Institut Français Madrid, and l'Alliance Française Madrid, EFTI, Leica Camera Iberia, IED Madrid, the Representation of the European Commission in Spain and OSTKREUZ - Agentur der Fotografen will organize a traveling exhibition featuring the first 20 winners of the competition. A catalog will be published as a complement to the exhibition.

## **PARTICIPANTS**

The competition is open to any photography student, amateur photographer, or professional photographer under 35 whose work meets the criteria outlined in the rules. Participants must be citizens of one of the following European countries (Belgium, Bulgaria, Denmark, Germany, Estonia, Finland, France, Greece, Ireland, Italy, Croatia, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Austria, Poland, Portugal, Romania, Sweden, Slovakia, Slovenia, Spain, Czech Republic, Hungary, Cyprus, Iceland, Norway, Liechtenstein, Albania, Bosnia and Herzegovina, Georgia, Kosovo, Monaco, Montenegro, North Macedonia, Serbia, Suiza, United Kingdom, Ukraine).

## SUBMISSIONS

Submissions must address the competition's theme: "What about Tomorrow?"

The Photography Contest is open to any photographic technique and discipline, including photographic collage and photomontage.

Each participant may submit one project that arguably bears a connection with the contest's theme.

The project must not have been awarded any prizes in any previous competition.

The project and its description must be presented both in Spanish and English.

## PRIZES

### 1<sup>st</sup> prize

€1,000 net cash  
+ training course of  
your choice\*

### 2<sup>nd</sup> prize

€500 net cash  
+ training course of  
your choice\*

### 3<sup>rd</sup> prize

training course of  
your choice\*

### 4<sup>th</sup> and 5<sup>th</sup> prize

training course at  
EFTI - Madrid

\* Each prize winner (in order of the prize won) may choose one of the following training courses offered:

- a course at EFTI – Madrid valued at €1,500
- a mentoring program in Berlin with Franco-German photographer Maurice Weiss and a member of the Ostkreuz – Berlin agency
- a portfolio viewing with photographer Matías Costa, photographer and manager at Leica Akademie/Gallery Madrid
- a photography master class with Emilie Hallard in Madrid about ethics and photography

\*\* The training prizes cover up to 500€ in travel and accommodation.

- An awards ceremony will be held in Madrid.

- The training courses awarded must be redeemed before 06.30.2023 and shall not, under any circumstances, be exchanged for their cash value.

- As per current legislation, cash prizes will be awarded minus the applicable taxes and withholdings.

## DEADLINES

Submissions shall be made through EFTI's platform: [www.efti.es](http://www.efti.es), by filling in the information on the registration form and attaching the photographs.

The deadline for submitting projects is May 29, 2022, at 00:00 hours. (The time indicated refers to the local time in Central Europe; "CET" winter/summer daylight saving time). Entries submitted after this date and time will not be admitted to the competition.

The contestants will not receive any correspondence.

The names of the finalists will be announced on June 5<sup>th</sup>, 2022. The authors of the projects selected will be personally notified, and the information will be made public on the web pages of the collaborating institutions.

The finalist projects will be presented in public at the exhibition scheduled to open in September 2022.

## **PROJECT SELECTION**

The projects will be selected by a jury composed of prestigious members of the photographic community. The jury will focus on the coherence in terms of the theme and storyline and formal and stylistic aspects of the photographs presented. The jury will be composed of the following people:

- Jose Luis Amores - Director EFTI-International Center of Photography and Cinema (Madrid)
- M. Ángeles Benitez Salas - Director of the Representation of the European Commission in Spain
- Maurice Weiss - photographer and member of Ostkreuz-Agentur der Fotografen (Berlin)
- Emilie Hallard - photographer
- Matías Costa - photographer and manager at Leica Akademie/Gallery in Madrid
- Carlos Canseco – Head of the Visual Arts School - IED Madrid
- the heads of Alliance Française Madrid, the Goethe-Institut Madrid, and Institut Français Madrid

Submissions will be selected based on their compliance with the competition rules and their adherence to the evaluation criteria specified in the section that follows.

The jury will be in charge of selecting the 5 winners and 15 additional winners that will be part of the exhibition.

## **EVALUATION CRITERIA**

The jury will select the projects by evaluating submissions based on the following criteria:

- Relevance of the subject matter to the contest
- Artistic and discursive rigor and coherence
- Innovative approach and execution of the idea through photography
- Proposing new creative approaches to future scenarios

## **JURY'S DECISION**

The jury will decide the winners on June 5<sup>th</sup>, 2022.

The jury's decision is final. Each member of the jury will have a single vote.

The winners will be notified personally of the jury's decision, which will subsequently be published on the websites of Goethe-Institut Madrid, Institut Français Madrid, Alliance Française Madrid, EFTI, Leica Akademie Madrid, IED Madrid, and the Representation of the European Commission in Spain.

## **SUBMISSION AND DOCUMENTATION**

All documentation must be submitted in Spanish and English.

All written documentation must be submitted in a single PDF document no more than two (2) pages long.

1. The works will be submitted in digital format. Submissions shall include two (2) photographs from the same project, on the theme "What about Tomorrow?"

The size will be such that the longest side of the image shall measure 40 cm (about 1150 px) in a JPG file with a resolution of 72 dpi and a compression setting of 8.

The images must be in JPEG, 1500 px on the longest side, and the file sizes shall not exceed 500 KB.

Collages and photomontages will be accepted.

Each photograph must be labeled with the name of the project and numbered 01 or 02 to indicate the order in which the author wishes the jury to view it.

2. The complete registration form at: <https://efti.es/y-manana-concurso-europeo-de-fotografia-2022>

3. A statement explaining the project's rationale and the artist's motivation. Also, as part of this artist's statement, a summary of the artist's position with respect to the current state of photography (max. 500 words). Please indicate whether the work requires a specific format or set-up for exhibition. The PDF must include a diagram of any such set-up and specify the formats and sizes of the pieces.

4. Photocopy of national ID.

5. Curriculum Vitae (150 words max.).

Submissions will only be accepted if accompanied by all the necessary documentation.

## **TAXES**

Any tax liability derived from the prize awarded to the winner shall be borne by the winner and is the winner's sole responsibility, regardless of the applicable jurisdiction. Winners must comply with any tax obligations that may be applicable in their jurisdiction of residence. Accordingly, by accepting these legal terms, winners are hereby informed of the tax liabilities of all sorts that may be derived from obtaining this prize and that the organizers of the contest will not assume any responsibility for such liability.

## CONDITIONS

Participating in the call for entries implies acceptance of the rules of the competition. To the best of their ability, the organizers will decide whether or not to adapt to any unforeseen circumstances not covered by these rules and said decision shall not be without recourse.

- Selected participants shall authorize the organizing institutions to publish their projects on their corresponding websites and social networks to facilitate the exchange of information and promote the projects submitted.
- Award winners shall grant the following exploitation rights to the organizing entities: non-exclusive reproduction and non-commercial and non-exclusive public communication on the websites of organizing and collaborating entities, as well as dissemination over the Internet, on social networks, in the press, and on TV. Authors of the other photographs selected for the exhibition shall cede the rights of reproduction, communication, and publication of their images exclusively to organize the exhibition and announce the contest, provided the author's name always appears along with their work.
- The organizers of this photography award shall bear the cost of producing the exhibition.
- Participants also declare that the projects mentioned above do not infringe upon the copyright of any other work, nor are they subject to any charge or lien of any sort whatsoever and that they, therefore, hold the necessary rights to dispose of the said projects freely.
- The authors of the winning photographs and of the photographs selected for the exhibition hereby authorize access to and treatment of their personal data for the purpose of publicizing the results of the contest and the use of their name and image for this purpose and agree that such use shall not confer any right to remuneration or benefit whatsoever.
- The contest organizers shall not be liable for any defective or illegible images received.
- The organizers will only cover travel and accommodation expenses (see "Prizes" section) in connection to the training course prizes for the winners of the first three (3) prizes.
- The jury reserves the right to declare the contest, or any of the prizes, null and void if the works submitted do not meet the quality requirements or fail to comply with the rules.
- The contest organizers may refuse to accept and reject any photographic images that do not meet the technical requirements for submission or any images that they deem unlawful, i.e., that undermine human dignity or are vexatious or obscene.  
The content of the projects must not be defamatory, racist, sexist, xenophobic, or discriminatory. The institutions issuing the call for entries hereby reserve the right to exclude submissions whose contents are unlawful or inappropriate.
- Each participant shall be solely responsible for any claims arising from any infringement upon the rights of any third party, including but not limited to intellectual or industrial property rights and image rights. Participants agree to hold the organizers harmless for any failure to comply with the requirements set forth in the contest rules.

- The award winners will sign an agreement with the organizers specifying all the terms mentioned above.
- The award winner is the owner of their works, subject to the condition that any future exhibitions or publications must mention the "What about Tomorrow?" competition prize.
- Selected authors also declare that the photographs mentioned above/works do not infringe upon the copyright of any other work, nor are they subject to any charge or lien of any sort whatsoever and that they, therefore, hold the necessary rights to dispose of the work freely.

