

PRESS RELEASE

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Felix Schoeller Photo Award 2015 takes on a new international quality.

As the deadline for entries was reached, the second international Felix Schoeller Photo Award positively sparkled with an array of high-calibre entrants from 65 countries, among them numerous winners of renowned awards.

The 2015 Felix Schoeller Photo Award kicked off on 1 January with new Competition Rules. As Dr Friederike Texter – Senior Vice President of Corporate Communication with the Felix Schoeller Group – explained, the aim was for the award and its five categories to target professional photographers even more closely. The fact that this aim was achieved is evidenced by the numerous entries from winners of renowned international competitions. The list of competition entrants reads like a Who's Who of international photography prizes: Hasselblad Masters, Pulitzer Prize, World Press Photo of the Year Award, Prix de la Photographie, Cannes Lions, various Art Directors Club Awards, Nikon Photo Contest, Canon ProfiFoto Award for Young Photographers, Sony World Photography Award, Henri Nannen Prize, BFF Prize for Emerging Photographers, Reinhart Wolf Prize, and the Leica Oskar Barnack Prize – to mention but a few.

Dr Friederike Texter sees the direction the second Felix Schoeller Photo Awards has taken as a consequence of the company's actions: "We have always stressed that we wanted the Felix Schoeller Photo Award to honour photography of the highest quality. That is why we took the deliberate decision to tighten up the Competition Rules to target professional photographers more closely. We also succeeded in recruiting the support of Germany's two most prestigious photographers' associations DGPh and BFF, both of which have

international connections. This endorsement of our award enabled us to attract the attention of professional photographers worldwide.

Both actions hit home and attracted new, high-profile entrants – a fact which is clearly illustrated by the numerous entries submitted by award winners. In this context, it is also important to mention that the work of these artists has been on exhibit in over 100 museums – from Cape Town to Helsinki and Los Angeles to Tokyo – and some of it has even been included in permanent collections. At the forthcoming exhibition of prizewinning and nominated work in the Cultural History Museum, Osnabrück will become a showcase for professional photography of the very highest calibre and will no doubt attract visitors from all over Germany – both professionals and photography enthusiasts.“

1,200 entries from 65 countries

One of the outstanding results of this year's Felix Schoeller Photo Award is the fact that 1,200 entries have been received from 65 countries. In 2013 there were 1,300 entries from 26 countries. Entries have been submitted from every continent in the world except Antarctica. The countries with the highest number of entrants are Germany, Austria, France, USA, Switzerland, the United Kingdom, India, Italy, the Netherlands and Poland. The high level of participation from Asian countries – including India, China, Japan, Philippines, Thailand, Bangladesh, South Korea, Singapore, Malaysia, and Viet Nam – must also be rated as a particular success.

With 200 entrants this year, the percentage of emerging professional photographers has more than doubled. They are competing for the Felix Schoeller Photo Award's Emerging Photographer prize, which has been provided by Phase One, the Danish manufacturer of high-end, open-platform, medium-format cameras.

Dr Texter believes the success expressed in these figures is the result of two actions taken: “It is no coincidence that the number of countries represented in the entries rose by 250%. Along with our collaboration with the photographers' associations, the fact that we stepped up our international press campaign meant that we reached professional photographers through print and online media. We did some research in Asia that enabled us to establish connections to photographers' communities, who gave prominent publicity to our award.

Our analysis of the award website has shown that people from over 121 countries in the world accessed the site. That is phenomenal!"

In the emerging photographer category we developed a well-targeted mailing list for international universities, enabling us to make contact with numerous lecturers who encouraged their students to take part in the award. Now we are reaping the benefits of the work we put in."

"We are particularly pleased about the high percentage of "repeat customers" from the last competition," Dr Texter adds. "All the 2013 award winners – with the exception of the winner of the Emerging Photographer prize – submitted entries again this year, as did over 70% of those who were nominated for a prize. That demonstrates that we were able to secure the trust of professional photographers and get a lot of things right first time round. The jury is already looking forward to the thrill of viewing and selecting the entries and the Felix Schoeller Group is looking forward to a superb exhibition!"

Awards ceremony and exhibition opening for the 2015 Felix Schoeller Photo Award in Osnabrück's Cultural History Museum

The jury will have selected the nominated and prize-winning work in the different categories by the end of August. The awards ceremony and exhibition opening will take place on 27 September 2015 at Osnabrück's Cultural History Museum. The exhibition will run from 27.09.2015 to 17.01.2016.

For further information please visit www.felix-schoeller-photoaward.com

We will be happy to provide image files of all entries that won or were nominated for a prize in 2013 for publication in connection with this press release or any other information about the Felix Schoeller Photo Award. Please email your enquiry to

k.graef@graef-advertising.com

You can download this and other press releases in the Felix Schoeller Photo Award website's press room

Background information on the Felix Schoeller Group

Founded in 1895, the Felix Schoeller Group is a family business with worldwide operations producing specialty papers. With around 2,340 employees, the renowned Osnabrück-based company produced and marketed almost 310,000 tonnes of specialty papers in 2014 and posted a total turnover of appr. 720 million euros. The Felix Schoeller Group develops, produces and markets specialty papers for photographic applications, digital printing systems, the packaging market, self-adhesive applications and for the furniture, wood-based products and wallpaper industry.

In addition to its Osnabrück main site and headquarters, the Felix Schoeller Group has four other production facilities in Germany – in Weissenborn and Penig in Saxony, in Titisee-Neustadt (Baden-Württemberg) and in Günzach (Bavaria). It also has production facilities in the USA and Canada and is involved in a joint venture in the Russian Federation. It has sales & service centres in Sao Paulo, Tokyo, Shanghai, Kuala Lumpur, Moscow and Prague.

The Felix Schoeller Group exemplifies uncompromising quality, unique flexibility and true partnership. The result: Best Performing Papers. Worldwide. Since July 2013 the Felix Schoeller Group has been the official premium paper partner of the German Olympic team.

www.felix-schoeller.com

Background information on Phase One:

Phase One is the world's leading manufacturer of open-platform medium-format camera systems and solutions. Phase One's medium-format cameras, digital backs and lenses are developed with the specific aim of delivering the best possible image quality under the hard conditions photographers face in their daily work. Phase One's powerful innovative drive ensures that any investment in its cutting-edge technology is certain to hold its value over the long-term. For many photographers of international renown, working with Phase One systems means being able to rely on professional technology of the very highest calibre. As well as camera technology, Phase One's Capture One software offers optimised capture and post-production workflow. Professional photographers can capitalise on Phase One's combination of camera system and software to achieve their creative vision. Founded in 1993, Phase One is an employee-owned company. It is headquartered in Copenhagen and has offices in New York, London, Tokyo, Cologne and Hong Kong.

www.phaseone.de

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