

World Photography Organisation and ZEISS launch second round of ZEISS Photography Award

- Photographers are invited to submit their photo series by February 7, 2017
- Free entry at www.worldphoto.org
- Images from the 2016 ZEISS Photography Award available at www.worldphoto.org/press

ZEISS and the World Photography Organisation are delighted to open the second year of the ZEISS Photography Award. The competition gives photographers the chance to showcase their skills before a renowned jury and an international audience. The theme of the competition will be "Seeing Beyond – Meaningful Places." Participants are invited to submit their photo series for free by 7 February 2017 at www.worldphoto.org. In addition to lenses to the value of €12,000, the winning photographer will also receive €3,000 towards a photography trip of their choice.

The theme: Meaningful Places

"We have decided to stick with last year's theme so that we can continue telling the story," says Winfried Scherle from ZEISS. "'Meaningful Places' truly lets your creativity and personal take on the theme roam free." Different perspectives are just as welcome as free interpretations: "You can present places with social or historical significance, or personal, emotional or aesthetic value – or even all of the above."

Scott Gray, CEO, World Photography Organisation, adds: "The ZEISS Photography Award challenges photographers by asking them to consider a theme that has purposefully been designed to be interpreted in multiple ways. The high quality of entries received in the inaugural year has set the benchmark and I look forward to seeing the creative responses from photographers worldwide to the theme."

Photographers from around the world should submit a series of 5 to 10 images they think capture the 'Meaningful Places' theme at www.worldphoto.org no later than 7 February 2017. The winner and a shortlist will be announced in March 2017, and an award presented to the winner in April 2017.

Judges and glittering prizes: lenses to the value of €12,000 and a photo trip

Submitted work will be judged by international experts across the world of photography including

- **Claire Richardson, Picture Editor, *Lonely Planet Traveller***
- **Jürgen Schadeberg Dr.(h.c.), Photographer**
- **Sarah Toplis, Commissioning Executive, The Space**

The winner can look forward to fantastic prizes: he/she will receive ZEISS camera lenses to the value of €12,000, €3,000 travel expenses to complete a photography project of his/her choice and have the opportunity to work individually with ZEISS.

The winning photographer will also be flown to London to attend an awards ceremony and their images, as well as a selection of other photographs from the competition, will be exhibited at Somerset House, London from April 21 – May 7, 2017 during the 2017 Sony World Photography Awards Exhibition.

22,000 submissions from 116 countries in 2016

In 2016 more than 3,000 photographers from 116 countries submitted a total of 22,000 photos for the inaugural ZEISS Photography Award. Tamina-Florentine Zuch from Hanover was named the winner with a photo series of her train trip through India. After receiving her choice of ZEISS lenses, Tamina has gone on to refine her method of image-making and now shoots in manual focus using ZEISS lenses.

For further details about the ZEISS Photography Award, the Terms and Conditions of Participation, and to apply, please visit:

<https://www.worldphoto.org/zeiss-camera-lenses/2017/zeiss>

Press contacts:

World Photography Organisation

Jill Cotton
Tel.: +44 (0)20 7886 3042
Email: press@worldphoto.org
www.worldphoto.org/press

ZEISS

Camera Lenses
Jörn Leonhardt
Tel.: +49 (0)7364 20-4694
Email: joern.leonhardt@zeiss.com
www.zeiss.de/press

About World Photography Organisation

The World Photography Organisation is a global platform for photography initiatives. Working across more than 180 countries, our aim is to raise the level of conversation around photography by celebrating the best imagery and photographers on the planet. We pride ourselves on building lasting relationships with both individual photographers and our industry-leading partners around the world. The World Photography Organisation hosts a year-round portfolio of events including: the Sony World Photography Awards (the world's largest photography competition, celebrating its 10th anniversary in 2017), various local meetups/talks throughout the year, and PHOTOFAIRS, International Art Fairs Dedicated to Photography, with destinations in Shanghai and San Francisco. For more details see www.worldphoto.org

About ZEISS

ZEISS is an internationally leading technology enterprise operating in the optics and optoelectronics industries. The ZEISS Group develops and distributes semiconductor manufacturing equipment, measuring technology, microscopes, medical technology, eyeglass lenses, camera and cine lenses, binoculars and planetarium technology. With its solutions, the company constantly advances the world of optics and helps shape technological progress. ZEISS is divided up into the four segments Semiconductor Manufacturing Technology, Research & Quality Technology, Medical Technology, and Vision Care/Consumer Optics. ZEISS is represented in over 40 countries and operates more than 30 production sites, over 50 sales and service locations and about 25 research and development facilities.

In fiscal year 2014/15 the company generated revenue approximating €4.5 billion with around 25,000 employees. Founded in 1846 in Jena, the company is headquartered in Oberkochen, Germany. Carl Zeiss AG is the strategic management holding company that manages the ZEISS Group. The company is wholly owned by the Carl Zeiss Stiftung (Carl Zeiss Foundation).

Further information at www.zeiss.com

Consumer Optics

The Consumer Optics business group combines the company's business with camera and movie lenses, binoculars, spotting scopes, hunting optics and planetarium technology. It is represented at the Oberkochen, Wetzlar and Jena sites. The business group is allocated to the Vision Care/Consumer Optics segment. In fiscal year 2014/15 the segment generated revenue of €1.007 billion with around 9,100 employees.