

EUROPEAN HERITAGE PHOTOGRAPHER OF THE YEAR

What?

Organized in partnership with the <u>Royal Photographic Society</u>, the international photographic contest is one of the European Historic Houses Association's main contribution to the 2018 European Year of Cultural Heritage.

It will highlight the beauty and diversity of family-owned heritage houses and their gardens in Europe and showcase their contribution to society.

Themes

Theme 1: Heritage and Community: illustrating the interaction of heritage with, and the importance to, the local or wider community.

Theme 2: Heritage and Beauty: illustrating the beauty of manmade structures, homes, gardens and landscape settings.

Theme 3: Heritage and Identity: illustrating the importance of Heritage to our human journey of development over more than a thousand years.

When?

Photographs may be uploaded between 24 May 2018 (the first day of <u>European Private</u> <u>Heritage Week</u>) and 23 July 2018. Photographs should have been taken within the last three years to qualify and only minor alterations are allowed to the original photograph (see terms on website).

How?

Members of the public will be encouraged to photograph participating family-owned heritage houses, which will open specially or will organize special events during the European Private Heritage Week and in the following months.

- Entry will be only through the website www.heritagephotos.eu
- ➤ By tagging images when uploading them, entrants can identify the country in which the image was taken. National Associations wishing to offer their own prizes can then identify their winners using the tags. Contact the EU office for more details on how to do this.
- Publicity via #HeritagePhotos-EU #HeritagePhotos-IT #HeritagePhotos-... etc.







Who?

The competition will attract photographers of all ages and levels of experience, who will portray historic private houses in the way they believe is best, from high-quality traditional images to modern interpretations.

Anyone (except competition organisers) may enter the competition. Photographs should not have been entered into any other competitions at the time of being entered into the EHHA competition.

Award

A panel of international judges will select the winning entries, and prizes will be presented at an Award Ceremony during the EHHA's 2018 General Assembly in Brussels, 5-6 November 2018, when mounted images of the short-listed entries will be exhibited.

There will be a Grand Prize for the winner of each of the "over-17s" and "17-and-under" categories, plus a smaller prize for each of the themes (open to all entrants). National Associations may wish to award a prize also for the best images taken in their country.

Prizes at European level are generously sponsored by Olympus.

Prizes will consist of:

- Overall Winner (over-17s): Olympus <u>E-M10 MK III</u>
- Overall Winner (17-and-under): Olympus <u>TG-Tracker TOUGH!</u>
- Theme Prizes (x3): Olympus <u>TG-5 TOUGH!</u>