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PRIX PICTET

## Growth

Press Release

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Image: BP Carson Refinery, California 2007  
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The Prix Pictet has rapidly established itself as the world's leading prize in photography and sustainability. It has a unique mandate – to use the power of photography to communicate vital messages to a global audience. The theme for the third cycle of the Prix Pictet is **Growth**. Mitch Epstein was awarded the third Prix Pictet for his series *American Power*. Chris Jordan was awarded the Prix Pictet Commission.

**Growth** is at once a blessing and a curse. From the dizzying expansion of our cities with their ever increasing dependency on scarce natural resources to the relentless growth of populations growth presents one of the great conundrums facing humanity in the early decades of the 21st century. We now face a global crisis in land use and agriculture that could undermine the health, security, and sustainability of our civilization. So growth is a paradox. As just as growth threatens to bring environmental catastrophe, so it improves the health and living standards of untold millions around the world.

The exhibition features work by the 12 outstanding artists shortlisted for the third cycle of the Prix Pictet: **Christian Als**, Denmark; **Edward Burtynsky**, Canada; **Stéphane Couturier**, France; **Mitch Epstein**, USA (Winner); **Chris Jordan**, USA (Commission); **Yeondoo Jung**, South Korea; **Vera Lutter**, Germany; **Nyaba Leon Ouedrago**, Burkina Faso; **Taryn Simon**, USA; **Thomas Struth**, Germany; **Guy Tillim**, South Africa and **Michael Wolf**, Germany.

**Gallery Talk:** Thursday 8<sup>th</sup> December at 1.15pm,

Michael Benson, Director, Prix Pictet and Francis Hodgson, Photography Critic with the Financial Times, and photography adviser to the Prix Pictet, will discuss how photography can raise awareness of environmental issues. Admission is free, booking is advisable.

'**Growth**', a book cataloguing the third Prix Pictet and '**Ushirikiano**' a monograph featuring Chris Jordan's photographs for the Prix Pictet Commission, both published by teNeues, are available for purchase.



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## NOTES TO EDITORS:

### 1. The Prix Pictet

The Prix Pictet, launched in 2008, is the world's leading prize in photography and sustainability and has as its mission a search for outstanding photographic series that communicate messages of global environmental significance.

The Prix Pictet has two elements: the prize of CHF 100,000 awarded to the photographer who, in the opinion of the independent jury, has produced a series of work that speaks most powerfully to the theme of the award (Growth winner: Mitch Epstein); and the Prix Pictet Commission, awarded by the Partners of Pictet & Cie, in which a shortlisted photographer is invited to undertake a field trip to a region where the Bank is supporting a sustainability project. American photographer Chris Jordan was invited to undertake the Third Prix Pictet Commission.

### 2. Exhibition and Tour

A selection of works from the portfolios of each artist shortlisted for Growth, have so far toured to Paris (Filles du Calvaire and Passage de Retz), Thessaloniki (Museum of Photography), Zurich (Christophe Guye Gallery), Milan (Galleria Carla Sozzani), Dusseldorf (Arteversum), Madrid (Jardín Botánico) and Washington (Corcoran Gallery of Art). Further international venues include Beirut (Ayyam Gallery), Dubai (The Empty Quarter Gallery), Eindhoven (University of Technology) and London (Purdy Hicks). Further proposals from major international galleries are currently under consideration.

### 3. Book

*Growth*, the book of the third prize, is published by teNeues and includes the work of the 12 shortlisted artists and others nominated for the third Prix Pictet. teNeues have also published a monograph of the third Commission by Chris Jordan, *Ushirikiano – Building a Sustainable Future in Kenya's Northern Rangelands*. *Growth* and *Ushirikiano* are available from the teNeues website, gallery bookshops and other outlets worldwide.

### 4. Commission

In line with the theme of the third Prix Pictet, Growth, Pictet & Cie has supported the work of the Tusk Trust in Africa for the Third Commission. Tusk Trust is responsible for the development of forty different programmes of conservation and sustainable community development in seventeen African countries. In July 2011 Chris Jordan visited Kenya's Northern Rangelands and produced a series of photographs called *Ushirikiano* documenting the measures being taken to build a sustainable future for communities in this region. The series was previewed at Diemar/Noble Photography in London in October 2011.

For further information:  
[www.prixpictet.com](http://www.prixpictet.com)