

Prix Pictet Brings World Class Photographers to Milan, Forma Galleria

- **The Prix Pictet is the first major photography prize to focus on the most important issue of our time: sustainability.**
- **Photographs by the twelve shortlisted artists and the Prix Pictet Earth Commission by Ed Kashi will be shown at Forma Galleria from 5 to 17 October 2010**

The Prix Pictet is a major photography prize launched two years ago by the Geneva-based private bank, Pictet & Cie. In this short space of time it has established itself as one of the world's most prestigious photography prizes.

Forma, Milan's only permanent centre dedicated to photography, will be showing a selection of the **portfolios shortlisted for the 2009 prize**, on the theme of 'Earth', together with works selected from the **Prix Pictet Earth Commission by Ed Kashi**. This will be the first time that the prize has been exhibited in Italy.

The 2009 Prix Pictet was presented in October 2009 by **Kofi Annan**, former Secretary General of the United Nations and Honorary President of the Prix Pictet, to British photographer **Nadav Kander**, while the Commission went to American photographer **Ed Kashi**.

Other shortlisted photographers included some of the world's leading artists: Darren Almond, Christopher Anderson, Sammy Baloji, Edward Burtynsky, Andreas Gursky, Naoya Hatakeyama, Abbas Kowsari, Yao Lu, Edgar Martins and Chris Steele-Perkins.

The exhibition of work by the twelve artists has so far been seen at the Thessaloniki Museum of Photography, The Empty Quarter Gallery in Dubai, the Eindhoven University of Technology, the Gallery of Photography in Dublin, the Moscow House of Photography, Caprice Horn Gallery in Berlin and will travel to the Delegación de Asturias in Madrid in late October 2010 and the Religare Arts Foundation in Delhi in early December. Also, the first exhibition of photographs by the four laureates of the Prix Pictet to date was presented at the Musée de l'Elysée in Lausanne in June.

Each year Pictet & Cie supports the work of a charity whose work mirrors the theme of the prize. In 2009 Pictet & Cie supported Azafady, a UK-based charity and Malagasy-registered NGO. Ed Kashi visited Madagascar in January this year and an exhibition of the work he made there was firstly presented in March at the Diemar/Noble Gallery in London. A selection of these compelling images will also be displayed at Forma.

The prize is complemented by 'Earth', a book published by teNeues which covers the work of the 12 shortlisted artists and others nominated for the 2009 prize. All

Advisory Board
Régis Durand
Abbas Kiarostami
Fatima Maleki
Richard Misrach
Lady Myners
Sandy Nairne
Lord Palumbo
Thaddaeus Ropac
Charles Saumarez Smith
Princess Marianne zu Sayn-Wittgenstein-Sayn
Olga Sviblova
Sir John Tusa
Roxanne Zand

Prix Pictet
c/o Candlestar
8 Hammersmith Broadway
London W6 7AL
T +44 (0) 20 8741 6025
F +44 (0) 20 8563 9700
E pictet@candlestar.co.uk
www.prixpictet.com

speak of the harmful and often irreversible effects of exploiting the earth's resources and reflect on the immediate and long-term impact of unsustainable development on communities across the globe.

The **third cycle** of the Prix Pictet was launched at the Rencontres d'Arles festival in July 2010 with a presentation of works by the four laureates of the Prix Pictet. The theme for the third cycle is Growth. At once a blessing and a curse, Growth, in all its forms, presents one of the great conundrums facing humanity in the early decades of the twenty-first century. From the dizzying expansion of our cities with their ever increasing dependency on scarce natural resources to the burgeoning populations and the need to feed ourselves, the theme of Growth presents a rich creative challenge.

The Prix Pictet Jury, under the Chairmanship of Professor Sir David King, will announce the third shortlist during Paris Photo in November. This announcement will be accompanied by a preview exhibition of the shortlisted works at Galerie Filles du Calvaire, Paris.

Speaking in London recently Professor Sir David King said, 'The Prix Pictet is no longer arriving - it has well and truly arrived. The great challenge before us is to build on the achievements of the first two cycles of the Prize.' The rationale for the Prix Pictet has been recently summed up by the distinguished photographer and Prix Pictet nominator Jorg Colberg who said 'this is not art for art's sake, this is art for our sake.'

Ends

Press contact information

Prix Pictet, UK - prixpictet.com

Theresa Simon & Partners Ltd
+44 (0) 20 7734 4800 - jeanette@theresasimon.com

Pictet & Cie – pictet.com

Catherine Laugel – Pictet & Cie
+44 (0) 20 7847 5403 - claugel@pictet.com

Prix Pictet, Italy - pictet.com

Irma Bianchi – Irma Bianchi Comunicazione
+39 (0) 2 89404694 – info@irmabianchi.it

Prix Pictet, France – prixpictet.com

Catherine Philippot – Catherine Philippot Relations Media
+ 33 (0) 1 40 47 63 42 - cathphilippot@photographie.com

Images - a selection of work by the shortlisted photographers can be viewed and downloaded from www.theresasimon.com/press

Select Prix Pictet from the list of projects. No password is required. Further images are available on request.

www.prixpictet.com

Notes to Editors

1. Prix Pictet - History

Established in 2008 by Swiss private bank **Pictet & Cie**, the Prix Pictet is managed by an independent company, Prix Pictet Ltd. In 2009 the award attracted nominations for over 200 photographers from more than 40 countries. In the previous two years, Prix Pictet's honorary president Kofi Annan presented the first prize of CHF100,000 to Benoit Aquin (2008) and Nadav Kander (2009). Pictet & Cie awarded commissions to Munem Wasif (2008) and Ed Kashi (2009) to create a body of work in regions where Pictet is supporting charitable projects - WaterAid in Bangladesh and Azafady in Madagascar respectively. The books *Water* (2008) and *Earth* (2009) are available from the Prix Pictet website and other outlets. www.prixpictet.com

2. Shortlist and winners Prix Pictet 2009

Darren Almond, UK; Christopher Anderson, Canada; Sammy Baloji, Congo; Edward Burtynsky, Canada; Andreas Gursky, Germany; Naoya Hatakeyama, Japan; Nadav Kander, South Africa (winner); Ed Kashi, USA (commission winner); Abbas Kowsari, Iran; Yao Lu, China; Edgar Martins, Portugal; and Chris Steele-Perkins, UK.

3. Shortlist and winners Prix Pictet 2008

Benoit Aquin, Canada (winner); Edward Burtynsky, Canada; Jesús Abad Colorado, Colombia; Thomas Joshua Cooper, USA; Sebastian Copeland, UK/France; Christian Cravo, Brazil; Lynn Davis, USA; Reza Deghati, Iran/France; Susan Derges, UK; Malcolm Hutcheson, UK; Chris Jordan, USA; Carl De Keyzer, Belgium; David Maisel, USA; Mary Mattingly, USA; Robert Polidori, Canada; Roman Signer, Switzerland; Jules Spinatsch, Switzerland; and Munem Wasif, Bangladesh (commission winner).

4. Prix Pictet Third Cycle – Executive and Secretariat

The members of the Prix Pictet Executive are Stephen Barber, Group Managing Director, Pictet & Cie and Director, Prix Pictet Ltd and Michael Benson, Director, Candlestar Ltd, who is responsible for Prize Administration and Company Secretary, Prix Pictet Ltd. The London-based cultural consultancy **Candlestar Ltd** is the Secretariat for the Prix Pictet and Prix Pictet Ltd. Candlestar manages all the administrative, artistic, logistical and production aspects of the Prix Pictet award and the global exhibition tour.

www.candlestar.co.uk

5. Forma

FORMA was founded in 2005 by Fotospazio, a company created by Fondazione Corriere della Sera and by Contrasto. The project was made possible thanks to the important cooperation of ATM, which provided the location for FORMA inside a former historical tramway warehouse that has been thoroughly renovated, in the Ticinese district. FORMA aims to be the new permanent centre devoted to photography. In its wide, multi-functional spaces FORMA offers diversified exhibiting areas, a rich exhibition program, movies projections, lectures and other educational activities. FORMA also hosts a specialized bookshop and a Print Room, which offers fine art photography prints for sale. FORMA exhibiting program runs throughout the year, offering the public important, international exhibitions.

<http://www.formafoto.it>