

For immediate release, 17 August 2017

100% Design and Picfair launch design photography competition for London Design Festival

As part of this year's London Design Festival, 100% Design, the largest design trade show in the UK, has teamed up with Picfair, a revolutionary new image library, and Icon, one of the world's leading architecture and design magazines, to launch a design photography competition with the theme of 'Elements'.



Thai Kitchen by Thomas Lhomme/Picfair



Corridor by Tomáš Hudolin/Picfair

Lasting for a period of 6 weeks and opened globally to unpublished and emerging photographers, the competition is aimed at design photographers who can produce exceptional work in the following categories - *Elements of the Home*, *Elements of Workplace* and *Elements of Architecture*.

The theme is shared with 100% Design, which considers everything from the fundamentals of design to the component parts that make up a product, the materials used to the stories and processes of development.

A shortlist of entrants will have the opportunity to exhibit their work at this year's 100% Design at Olympia during London Design Festival, from 20 - 23 September. As well as being included in a highlights edit on Picfair, the overall winner will receive a £500 cash prize, while three category winners will get a 12-month subscription to *ICON Magazine* where they will also be featured.

The expert judging panel includes Picfair Director Benji Lanyado, 100%Design content editor Max Fraser (LDG) and *ICON* editor James McLachlan. Judging criteria will be based on images which illustrate the themes in the most innovative, bold and exciting way.

Picfair Director Benji Lanyado, says:

"When we first met the team in charge of 100% Design we found that they were as committed to discovering and celebrating emerging artists in their field as we were in ours, and immediately started

exploring ways we could collaborate. We at Picfair are incredibly excited to be connecting with such a creative audience and can't wait to meet you all."

Daren Newton, Event Director at Media Ten, organisers of 100% Design, says:

"At 100% Design we're committed to offering our visitors rich and engaging content across a variety of applications and this opportunity to present a design focussed photographic competition and exhibition was too good to turn down. We're excited to see the quality of imagery that comes through."

The three categories are:

Elements of Home

It's at home that we can really express ourselves, bringing a personal touch to the spaces we live in. Share your images of the elements of a home you admire, or the spaces or details that bring you a sense of joy. What catches your eye, and how do the different elements work together?

Elements of Workplace

What role does design play in the workplace? Help us celebrate the subtle things that make all the difference in how we work within an environment. Is there a workplace that inspires or excites you? What are the elements that make it feel right, and how has this been achieved?

Elements of Architecture

Buildings are the sum of their parts. In fact you might say that it's impossible to capture the whole of a building in one image. But what makes each building distinct? Upload your images that capture the essence of a building. Help us find those hidden moments of design that you think deserves more attention.

The deadline for entries is Monday 25 September. More details are available here:

<https://www.picfair.com/elements-of-design>

ENDS

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NOTE TO EDITORS

Picfair is a revolutionary new image library that brings a whole new generation of photographers to market for the first time. With a simple and affordable licensing process, modern publishers are helped and businesses access unique images from across the globe.

Every month Icon presents and critiques the best in international design and architecture. Featuring everything from landmark buildings and the biggest industry names to innovative new studios and reviews of the latest exhibitions and books, Icon stands apart through its commitment to the highest-quality editorial, design and photography.

TERMS AND CONDITIONS

Competition Launch and Duration

Launch Date: 14th August 2017

Competition Duration: 6 Weeks

Eligibility:

The contest is open for residents of any country.

It is open to photographers who have not been published professionally.

No employees of 100% Design, or its affiliates, or their immediate family members, can participate in the competition.

Competition Entries:

All entries must be submitted in digital format via the competition website.

Entrants must complete the online entry form and include their name and email address, together with all the required fields necessary to complete the image upload process.

There is no limit on the number of entries per person.

By submitting an entry, the entrant agrees to comply with all Competition rules.

Photo Guidelines

Photos must be high-resolution. Must be in JPG format, must be at least 1,600 pixels wide or tall, and the file size must be at least 1 MB.

Photos must not have won an award at a previous photo competition or been professionally published. Only minor digital editing, color correction, and cropping of the photo are allowed.

The photo must be free of Prohibited Content (which includes images that are violent, sexual, plagiarized, political in nature).

Conditions and Rules of Entry

Competition: This competition is operated, managed and the responsibility of Picfair. If you enter the competition these Conditions and Rules of Entry govern your participation in the competition.

Originality and owned copyright: The submitted photograph is an original work, entirely owned by the entrant, and does not infringe on the copyright, trademark, intellectual property privacy or other rights of any third party under applicable laws, rules and regulations.

Consent: If a person is recognizable in a photograph, the entrant has obtained all releases and consent necessary from the person appearing in the photograph, in order to permit the exhibition and use of the photograph, without additional compensation. If any person appearing in the photograph is under the age of 18, the entrant warrants that he/she has obtained consent from the parent or legal guardian of the minor in the photograph. Our sponsor reserves the right to request written proof of consent. If the entrant fails to provide written proof of consent within 7 days of Picfair's or our sponsor's request, the entry may be disqualified from the competition.

License agreement: Accordingly by submitting images to Picfair, you hereby grant and consent to a royalty-free and irrevocable license to Picfair and our sponsor including its affiliates to use the photograph in any online or offline material specifically intended to promote or market the photo competition for the duration of the competition. Any usage thereafter, or beyond the scope of

promoting or marketing the photo competition, will be licensed in accordance with Picfair's License Agreements, in return for a license fee requested by the photographer.

Data privacy: Entrants agree that personal data, especially name and address, may be processed, shared, and otherwise used for the purposes of the contest with our sponsor and/or any of its affiliates.

Indemnity: Each entrant holds Sponsor and its affiliates and partners, and their respective directors, officers, employees, shareholders, agents and representatives (individually, an "Indemnitee") harmless from and against all claims of any nature arising in connection with (i) any violation of any third party rights (deriving from Intellectual Property or otherwise) resulting from the entry, submission, use or publication of any photograph submitted in this contest, and (ii) the entrant's participation in the contest and acceptance or use of a prize. No Indemnitee shall be liable for any costs, damages, injuries, or other claims incurred as a result of any entrant's participation in the Competition or any winner's acceptance or usage of a prize. No Indemnitee shall be responsible for any disqualified entry as a result of incomplete, untimely or misdirected submissions, technical or network malfunctions or failures, or any other cause whatsoever. Each entrant is solely responsible for his or her entries.

Prohibited Content: Entrants may not submit materials that introduce any software viruses, worms or other programs designed to damage software, hardware or telecommunications equipment or are off-topic, partisan political, contain advertising, nudity, personal attacks or expletives, or is otherwise abusive, threatening, unlawful, harassing, discriminatory, libellous, obscene, false, sexually explicit, as determined by Picfair in its sole and absolute discretion, or that infringes on the intellectual property, privacy or other rights of any third party under applicable laws, rules and regulations.

Competition Prizes:

Winners for each category will be selected by the judging panel and such decision shall be final. Winners will be notified within 1 month from the close of competition. Each entrant hereby declares that he/she will not contest any such decision.