



PRESS RELEASE

Leica Camera Announces Call for Entries and Regional Expansion of its 4th Annual Leica Women Foto Project Award

This year's award expands to residents US, UK, Mexico, and Canada, where one winner from each region will be selected to receive a Leica SL2-S camera set and \$10,000 USD for use towards the completion of a personal project that bears witness to humanity

September 23rd 2022 – Leica Camera announces today the fourth annual call for entries to its annual *Leica Women Foto Project Award*. This year, the brand's initiative to promote diversity in photography expands to new regions across the globe. For the first time ever, Leica Camera will accept entries from the United Kingdom, Mexico, and Canada in addition to the United States, to award one winner per region a Leica SL2-S camera, a Vario-Elmarit-SL 24-70mm f/2.8 ASPH. Lens, and cash prize of \$10,000 USD. Applicants are requested to submit a photo story made with any make or model camera (owning a Leica is not required) that bears witness to humanity as expressed through the female perspective. Submissions will be selected by a diverse group of jurors renowned in the world of photography. The growth of the award serves to expand the possibilities of female stories that can be told and cultures that can be explored through the art of photography.

Since its inception in 2019, the *Leica Women Foto Project* continues to serve as a platform to cultivate a diverse and inclusive community through photography. Its mission is to encourage photographers to demonstrate the importance and impact of a woman's point of view. The award serves as a catalyst to reframe how we see, think, and express our visual narrative. To date, the initiative has fueled diversity in visual storytelling through grants and sponsorships with *Women Photograph*, *Photoville*, *Las Fotos Project*, *ConnectHer Film Festival* and co-created the *Leica Women Foto Project Grant* for the *Leica Historical Society's* own philanthropic efforts. This spring,

the *Leica Women Foto Project* will co-create a series of panel talks with the British Journal of Photography to explore the impact of diversity behind the lens on the way we see our world. *The initiative* will also amplify the female perspective through partnerships with She Clicks, Equal Lens and Wallpaper* with additional programmes to be launched throughout the year.

“Photography has the power to give reason for hope: Don't look the other way, shake things up, express and advocate for change – the connection to humanity and our responsibility to bear witness to its moments is at the heart of Leica's culture - from the *Leica Oskar Barnack Award* to the *Leica Women Foto Project Award*. With these initiatives, we recognise and celebrate the courageous photographers and the stories they express through their unique lens” states Art Director for Leica Galleries Worldwide and LWFP Juror, Karin Rehn-Kaufmann

“We are delighted to bring the fourth iteration of the *Leica Women Foto Project* to the United Kingdom and open the award to the talented photographers across the country,” says Lydia Beagelman, Head of Marketing and PR for Leica Camera UK. “Leica is often known for being associated with the great icons of photography, but as a brand we are equally passionate about fostering the development of underrepresented visual storytellers. With the *Leica Women Foto Project*, we want to shine a light on the female perspective and the importance of capturing moments that bear witness to how we see and interact with our world.”

Leica Women Foto Project Award recipients will be determined by a panel of notable judges based on quality of photography, sophistication of project and a dedication to the medium of photography.

The 2023 panel of judges is composed of:

- **Karin Rehn-Kaufmann**, Director, Leica Galleries Worldwide
- **Amanda de Cadenet**, Photographer, Author and Media Personality
- **Liz Johnson Arthur**, Photojournalist & Editorial Photographer
- **Natalia Jimenez**, Senior Picture Editor, *National*
- **Elizabeth Krist**, Former Senior Photo Editor at *National Geographic*
- **Kate Kuo**, Director of Photography LA Times

- **Whitney Matewe**, Photo Editor, Time Magazine
- **Mary McCartney**, Photographer
- **Renee Mussai**, Senior Curator and Head of Curatorial & Collection, Autograph ABP
- **Nikki Reed**, Actress, Photographer, Writer
- **Laura Roumanos**, Co-Founder, Photoville (pending Monday 9/12)
- **Sara Rumens**, Features Picture Editor, The Times
- **Jennifer Samuel**, Photo Editor, National Geographic
- **Maggie Steber**, Documentary Photographer & Guggenheim Grant Fellow
- **Sandra Stevenson**, Associate Director of Photography for *CNN*. *Pending Monday*

Call for entries for the *2023 Leica Women Foto Project Award* will begin September 14th at 9:00AM ET and will close on November 7th at 11:59 PM EST. Applications for the *Leica Women Foto Project Award* can be submitted through the online registration form found on www.leicawomenfotoproject.com with terms and conditions. Candidates must be legal residents of US, Canada, UK, or Mexico and 21 years or older at time and date of entry. Leica Camera will announce the winners of the *Leica Women Foto Project Award* on March 8, 2023 via Leica Camera USA's and Leica Camera UK's website, newsletter, and @leicacamerausa, and @leicauk on [Facebook](https://www.facebook.com/leicacamerausa) and [Instagram](https://www.instagram.com/leicacamerausa).

Visit <https://www.leicawomenfotoproject.com/submit> to apply for the *2023 Leica Women Foto Project Award*.

About Leica Camera

Leica stands for craftsmanship, design and experience. With over 100 years of history, the brand represents a beautiful combination of art and engineering with the future of form and functionality. Based in Wetzlar, the original birthplace of Leica, the German company is an internationally operating, premium-segment manufacturer of cameras and sport optics products. Leica's legendary status is founded on its long tradition of excellence and supreme quality found in their cameras and lenses. Leica are committed to supporting the creation and preservation of iconic photography, past, present and future and the artists behind them.

For more information about Leica visit uk.leica-camera.com or follow the company on social media

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