

OOSHOT AWARD —

**FIRST
EDITION
2018** The *Ooshot Award* discovers and
rewards visual content made
for creative commissions

PRESS RELEASE - Paris, December 10th 2018

Laureats of the Ooshot Award first edition: Ambroise Tézenas and Frédéric Delangle

The jury of the 2018 Ooshot Award elected the photographers **Ambroise Tézenas and Frédéric Delangle** as winners of the first edition of the prize, for “Sneakers like Jay-Z”, a photographic commission they made for Emmaus Solidarity.

THE PROJECT

One winter evening, at the refugees reception center in the Porte de la Chapelle in Paris, Zaman - a freshly arrived young Afghan, in cargo shorts and flip-flops, after having walked sixteen months from Kabul - enquired if, in the pile of used sneakers, which Emmaus’ team presented to him, they would not rather have a pair of “not ugly” sneakers ... like those Jay-Z would wear. The project started from there.

This anecdote led Valérie Larrondo, volunteer at Emmaüs, as well as photographers and other volunteers to question the social function of clothing among refugees. From the hundreds of shoes, sweaters, coats, they choose what they want. It can be a color that evokes the family or the homeland, a duffle-coat that makes you feel “equal” to those they meet on the street or, quite simply, a “crazy chic” cap.

The reasons that led them to choose this garment over another says a lot about their history, their personality. The photographers Frédéric Delangle and Ambroise Tézenas immortalized them with the jacket or the pants of their choice, at the moment when they felt beautiful. These portraits, treated as a special encounter, made on film with a view camera, in the winter of 2017, are there to testify.

They enable Emmaus Solidarité to trigger donations of men’s clothing, notably through publications. It is to be noted that, unlike women, men’s wear are the rarest to come by at Emmaus, since men traditionally use their clothes until they tear, and become more suitable for the garbage than for giving away. This made that project even more needed and this commission even more urgent and important, supported by Aurélie El Hassak Marzorati - Deputy Managing Director of Emmaüs Solidarité. This project has its visibility amplified by exhibitions - Rencontres de la photographie in Arles (summer 2018), Quinzaine Photographique Nantaise (Sept-Oct 2018) or La Villette (1st to 16th December 2018).

With this prize, Ambroise Tézenas and Frédéric Delangle will receive an endowment of 10,000 euros by Ooshot, content creation platform, at the origin of the award. This will enable them to carry out the rest of this project, photograph and interview refugees who have obtained papers and who integrate into French society. Documenting the part of their lives where they are eager to give even more than they receive.

THE PRIZE

The Ooshot Award rewards a photographic commissioned work done by one or more professional photographers on behalf of a sponsor.

www.ooshotaward.com

EDITION 2018

The Ooshot Award is sponsored by **William Klein**, internationally renowned painter, photographer and filmmaker, and author of many iconic advertising campaigns (film and photo) (Dim, Citroën, Naf Naf, Ricqlès ...).

30 nominators * have proposed a selection of photographers who have marked commissioned photography over the last three years.

Photographers could also apply individually.

235 photographers from 39 countries submitted applications.

They delivered nearly 5,000 photos in the hands of a selection committee led by Valerie Hersleven, the instigator of the award.

* **Françoise Vogt**, head of cultural sponsorship PMU, was the nominee of Ambroise Tézenas and Frédéric Delangle.

The jury studied 26 finalist projects.

4 short-listed projects:

Katrien de Blauwer for the Théâtre des Champs Elysées

Charlie Engman for Pucci

Karen Knorr for La Samaritaine

Ambroise Tézenas and Frédéric Delangle for Emmaus Solidarity

*** 2018 JURY**

- **Alex Prager**, President of the 2018 Jury, Photographer and Director
- **Rémi Babinet**, Founding Chairman and Chief Creative Officer of BETC group
- **Xavier Barral**, Xavier Barral Publisher, Editions Xavier Barral
- **Susana Gallego Cuesta**, Senior Curator - Exhibitions Manager, Photographic Collection, Petit Palais
- **Valerie Hersleven**, President & Co-founder, Ooshot
- **Francesca Marani**, Photo Editor Vogue.it and PhotoVogue + curator of the Photo Vogue Festival
- **Sylvain Orebi**, President of Orientis (Kusmi Tea)
- **Sophie Toporkoff**, Creative Director, Hermès
- **Christoph Wiesner**, Art Director, Paris Photo

The 2018 Ooshot Award will be exhibited in Paris in the spring of 2019.

OOSHOT

L'ADN
LES SÉQUENCES DE L'INNOVATION



we

DUPON
PHIDAP.

PRESS CONTACT

PR Office : 2e Bureau
Sylvie Grumbach, Martial Hobenichew
Tél : +33 1 42 33 93 18
ooshotaward@2e-bureau.com





Ibrahim

I am 18 years old and from Guinean.

My other clothes are what my friends have given me. I have nothing.

I like black. This black jumper. In the street, we are not well-dressed.

I came here on Friday, I was on the street. I have nothing else than what I have on me.



Mustafa

I am 24 and I come from Sudan.

I really like this 'Romantic' jumper.

Dark blue is my favourite colour.

In Paris fashion is a lot more beautiful than in Sudan.



Ahmed

I am 21 years old, I come from Somalia (Mogadiscio).

I am dressed in an ushanka and a coat that I was given in Russia.

I love this jumper and the hip-hop style.

If I am asked how much I paid for it, I will say it was a present.

I love Paris, the people are nice compared to in Stockholm, Berlin or Warsaw

If I had some money, I would buy a black jacket and Nike trainers.

I look good in black because I have caramel coloured skin.