

PICTO
FOUNDATION

CALL FOR APPLICATIONS
UNTIL MARCH 17, 2024

PRIX PICTO DE LA MODE

RULES ON

<https://www.pictofoundation.en/application2024/>

PALAIS
NOMÉ DE LA MUSE
GALLIERA
40 LA FOUILLÉE DE PARIS



le19M

JANVIER

lga

DAGUERRE
PARIS PRODUCTION

MAGAZINE

la saif
Société des Auteurs
des arts visuels
et de l'image fixe



fisheye



LOUIS ROEDERER
CHAMPAGNE

ILFORD





© Annabelle Foucher. Laureate of the Grand Prix Picto de la Photographie de Mode 2023

THE 2024 EDITION

For this 26th edition, [Picto Foundation](#) continues to focus on emerging artists and completes the [Picto Fashion Photography Award](#) with a new endowment designed to accompany a young artist on the market.

Since 1998, the **Grand Prix Picto de la Photographie de Mode** has been discovering new talent by rewarding a style that contributes to photographic creation in the service of fashion and luxury: the originality of the artistic signature and the inspiration inspired by the series will be the assets highlighted by this historic endowment, supported by Leica.

The **le19M de la Photographie des Métiers d'Art endowment** identifies a photographer who is capable of developing original creative proposals around the Fashion Art Crafts: aesthetic approach, personal universe and sensitivity will determine the winner, who will collaborate with [one of the resident houses of le19M](#), a site conceived and designed by Maison CHANEL, dedicated to the creation and transmission of Fashion and Décoration crafts.

The **Filippo Roversi endowment** rewards the originality of the technical know-how of an artist whose visual creation is based on the use of original processes or devices: know-how, technical processes, composition and light will be the major characteristics of the work highlighted. The prize is awarded by photographer Paolo Roversi, who will share a portfolio reading and a signed print with the laureate.

This year, we are delighted to launch the **LGA Management / JANVIER endowment**, in collaboration with the [LGA Management Agency](#) and the [JANVIER Digital Photo Lab](#), which rewards a visual talent whose photography and artistic direction applied to the world of beauty, still life or luxury are part of a cross-disciplinary approach to media (print and digital, motion design and video).

THE 2024 EDITION

Since 2017, the Picto Fashion Photography Awards has been hosted by the **Palais Galliera, musée de la Mode de Paris**. The Parisian museum contributes to the ambitions of this programme by giving it its institutional dimension, allowing the winners to enter a public collection and exhibit in a space at the museum. The finalists will be announced in May and will be presented at the awards ceremony at the Palais Galliera in June, on the basis of a portfolio produced by the PICTO laboratories, in a Prophot book to be handed over at the end of the evening.

The jury will meet in April and will be made up of :

- **Alexandre Mattiussi**, President of the jury - Founder of [AMI Paris](#)
- **Sylvie Lécallier**, Head of the photographic collection - [Palais Galliera](#)
- **Julien Gallico**, Artistic Director - [Julien Gallico Studio](#)
- **Paolo Roversi**, Photographer
- **Olivier Jezequel**, Agent - [LGA Management](#)
- **Jimmy Pihet**, Director and Founder - [Agence Culture Mode](#)
- **Ally Macrae**, [Stylist](#)
- **Gaëlle Gouinguéné**, Head of Communications, Press Relations and Cultural Projects - [Leica](#)
- **Jean Leclercq**, Director - Digital Photo Lab [JANVIER](#)
- **Khoa Dodinh**, Artistic Director - [Moët & Chandon](#)
- **Mathieu Bassée**, Artistic Director - [Studio MTX](#)
- **Angelo Cirimele** – co-founder of [Magazine](#)
- **Annabelle Foucher**, [Photographer](#) - Laureate of the Grand Prix Picto de la Photographie de Mode 2023
- **Joëlle Mestas**, Photographer and President - [SAIF](#) Cultural Action Committee

THE ENDOWMENTS

GRAND PRIX PICTO DE LA PHOTOGRAPHIE DE MODE

- A LEICA SL2-S camera with an SL 24-70 mm lens.
- The production of an exhibition worth €2,000.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

le19M DE LA PHOTOGRAPHIE DES MÉTIERS D'ART ENDOWMENT

- A [photographic commission](#) worth €5,000, produced on behalf of *la Galerie du 19M*, in collaboration with one of the resident houses of *le19M*, place of Fashion and Decoration Crafts in Paris-Aubervilliers.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

FILIPPO ROVERSI ENDOWMENT

- A portfolio reading with Paolo Roversi.
- A signed print by Paolo Roversi.
- A €1,000 production grant from PICTO.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

LGA MANAGEMENT / JANVIER ENDOWMENT

- Personalised mentoring with the LGA Management agency (6 coaching sessions to access the market step by step)
- Post-production retouching sessions to optimise the portfolio, for film and photo production, with the JANVIER Digital Photographic Laboratory.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

With the support of **Studio Daguerre**, a long-standing partner of the Picto Fashion Photography Award, [a day in the studio](#) is being offered to each of the four laureates.

CALL FOR APPLICATIONS 2024

PARTICIPANTS MUST MEET THE FOLLOWING CONDITIONS:

For each of the 4 prizes, entries will be judged on the basis of the photographic series submitted, supplemented, in the case of the LGA Management / JANVIER endowment, by the associated digital creation. Participants must meet the following conditions:

- **Be under 35 years old**, from any country.
- Submit **a series of 15 to 20 images** maximum.
- Propose (optional, only if you target the LGA Management / JANVIER endowment) a **digital creation** (animation, short video, motion design, etc.) as an extension of the series.

The application must include :

- **A biography** (pdf - 1500 characters maximum)
- **A text presenting the series** (pdf - 1500 characters maximum)
- Optional : **A video and/or animation (motion design)** to be uploaded in .MOV or .MP4 format.
- **Photos** by upload link:

Low Resolution (1,5 Mo – 300 DPI max.) and in

High Resolution (20 Mo - 300 DPI min.) in **.jpg format**.

Name your images as follows:

NAME OF THE CANDIDATE_NAME OF THE SERIE_N ° OF PHOTO_LR

NAME OF THE CANDIDATE_NOM OF THE SERIE_N ° OF PHOTO_HR

Finally, **you must complete the compulsory googleform** on [this link](#) and send your application to prixpictodelamode@picto.fr **before 17 MARCH 2024**.



CALENDAR

MARCH 17, 2024

DEADLINE TO SUBMIT APPLICATIONS.

MAY 2024

ANNOUNCEMENT OF THE FINALISTS ON OUR WEBSITE AND SOCIAL MEDIAS.

JUNE 2024

AWARDS CEREMONY

PRESENTATION OF THE AWARD

The **Prix Picto de la Photographie de Mode** was initiated in 1998 by the PICTO laboratory in order to support fashion photographers in launching their career. The award revealed talented photographers with an international career: **Louis Decamps** (Laureate 1998), **Sofia & Mauro** (Laureates 2002), **Marjolijn de Groot** (Laureate 2003) or **Kourtney Roy** (Speciale attention 2007).

The **Picto Fashion Photography Award** has evolved rapidly, thanks to its partners and to the jury each year renewed in the world of fashion, luxury, advertising, art and photography. In 2013, the prize becomes international and includes winners from all over the world, like **Alice Pavesi Fiori** (Italy) - Special attention 2013, **Ting Ting Wang** (China) - laureate 2013, **Charlotte Abramow** (Belgium) - laureate 2014, **Chiron Duong** (Vietnam) - laureate 2020 of the Grand Prix Picto de la Photographie de Mode, **Lucie Khahoutian** (Armenia) - or **Natalia Evelyn Bencicova** (Slovakia) - laureates 2020 and 2021 of the **dotation le19M de la Photographie des Métiers d'Art**.

In 2017, the Picto Fashion Photography Award welcomed a new prestigious partner, the **Palais Galliera, Musée de la Mode de Paris**. Since 2020, **le19M**, which brings together the fashion crafts of the CHANEL fashion houses, and the photographer Paolo Roversi, have been awarding two prestigious prizes.

In 2024, the **LGA Management Agency** and the **JANVIER** laboratory joined the Picto Fashion Photography Award for professional and artistic support. Today, 4 prizes are awarded, with the constant aim of being as close as possible to the new talents associated with the fashion sector and the challenges facing their activity.

ORGANISATION

The **Picto Fashion Photography Award** is organised as part of the programmes of [Picto Foundation](#), the endowment fund of [Picto Laboratories](#). Picto Foundation aims to intensify and perpetuate actions in the photography sector, at a time when photographers need our support even more. The programmes supported aim to meet photographers' expectations and encourage those who place experimentation at the heart of their creative approach. These sponsorship initiatives should enable PICTO to continue to see through the eyes of others for a long time to come, and to continue a tradition of exchange and sharing.



PARTNERS

The Picto Fashion Photography Award is made possible thanks to the support of its partners



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