

# PHOTO CONTEST:

## GENDER EQUALITY TODAY

**Capture and interpret Gender Equality Today through the lens of your camera,**

**and win a trip to Sweden!**

**Sweden's Minister for Culture and Democracy, Ms. Alice Bah Kuhnke, will meet the winner in Stockholm.**

The contest is open to all citizens of South Africa.

**Entries are welcome until March 8, 2016 (International Women's Day).**

About the contest:

“Gender as it functions today is a grave injustice. I am angry. We should all be angry. Anger has a long history of bringing about positive change. In addition to anger, I am also hopeful, because I believe deeply in the ability of human beings to remake themselves for the better.”

— *Chimamanda Ngozi Adichie, We Should All Be Feminists*

Gender Equality Today

2016 marks the 60<sup>th</sup> anniversary of the Women's March against the pass laws, celebrated annually on August 9. Gender equality is a key priority for Sweden, as manifested in its feminist foreign policy. The Embassy of Sweden is therefore happy to invite all South African photo enthusiasts and professional photographers to creatively interpret Gender

Equality Today in any style, be it artistic, documentary, commercial, funny, sincere, angry or any other through their camera lenses.

The winner of the contest will be awarded a trip to Sweden, where s/he will be meeting with Sweden's Minister for Culture and Democracy, Ms. Alice Bah Kuhnke. Finalists will be exhibited and invited to the grand opening of the exhibition and have the chance of being published. Finalists will also be displayed in a range of other contexts in collaboration with the Embassy of Sweden.

Winner and finalists will be named by a jury of South African and Swedish dignitaries, including Ms. Lerato Bereng, curator and associate director at the Stevenson Gallery in Johannesburg, the renowned Swedish photographer and film maker Tora Mårtens and

Sweden's Ambassador for the Feminist Foreign Policy Ann Bernes. The decision of the jury cannot be overruled.

Guidelines:

- Entries are to be named as part of the art-work and sent in digital format, in high definition (at least 2 mb +- at 300dpi) to [SwedenInSA@gmail.com](mailto:SwedenInSA@gmail.com). Lower resolution entries cannot win and might not be selected for printing if chosen as finalists.
- A personal letter should accompany the entries, describing yourself, your entries and giving your full contact details.
- Up to ten entries per photographer.



**Embassy of Sweden**  
**Pretoria**

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Entries should be sent to: [SwedeninSA@gmail.com](mailto:SwedeninSA@gmail.com)

Detailed terms and conditions:

#### Participation

1. Entries must be received by the Embassy before or on the International Women's Day, March 8, 2016.
2. Updates on the photo contest can be found on [swedenabroad.com/pretoria](http://swedenabroad.com/pretoria), [facebook.com/SwedeninSA](https://facebook.com/SwedeninSA), Twitter: @SwedeninSA, and Instagram: SwedeninSA.
3. The contest is open to all citizens of South Africa.

#### Selection of winner and finalists

4. Winner and finalists will be named by a jury of dignitaries representing South Africa and Sweden, appointed by the Embassy of Sweden.
5. Each member of the jury will vote for their favourite, second and third choice in a closed ballot.
6. Winner and finalists will be notified before May 15, 2016.
7. The number of finalists will be at the discretion of the Embassy of Sweden in Pretoria and depend on the general curation of the entries, size of the photo exhibition and possible publication.

8. Should there be a tie, the Ambassador of Sweden to South Africa will have the swing vote.
9. The decision of the jury cannot be overruled.
10. Members of the jury are not allowed to participate in the contest.
11. The winner will be announced before June 2016.

#### Awards and exhibition

12. The winner of the photo contest will receive a photo trip to Sweden, which will give her/him a chance to capture and interpret Sweden and Swedish culture and Gender Equality today in a Swedish context, through South African eyes. The trip, which will be 5-7 days long, will be organized in the second half of 2016. During the visit, the winner will be meeting with Sweden's Minister for Culture and Democracy, Ms. Alice Bah Kuhnke.
13. The work of the winner and finalists will be exhibited in an art photo exhibit in one or several places, hosted by the Embassy of Sweden.
14. The work of the winner and finalists will be shown in a number of places and contexts, both physical and digital, all focused at underlining the importance of gender equality for an equal, prosperous and just future.
15. Winner and finalists will receive

diplomas signed by the Minister for Culture and Democracy.

#### Terms of usage of works

16. Photographs will always be exhibited with the name of the photographer.
17. The ownership of the photographs will remain with respective photographer.
18. Winner and finalists will be required to grant the Embassy of Sweden, the Government of Sweden and Swedish public agencies the rights to use the photographs for promotional purposes free of charge.
19. Should companies be sponsoring the exhibition, possible publication and winner's trip, these will be allowed to show selected photographs, but only in the context of communicating the importance of gender equality.
20. Requests for commercial usage of individual photographs will be forwarded to respective photographer and only take place at the discretion of each photographer.



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