

# The Sony FotoArabia Picathon

## **About the Competition**

The Sony FotoArabia Picathon is a photography competition that will take place in different countries of the Middle East.

Photographers will create one photo story, consisting of up to 10 images (maximum). What makes it a Picathon is that the photographer's workflow will include taking the photo, applying quick fixes (no collages), adding its title and keywords, and then submitting it to the FotoArabia website.

Photographers have three months to complete their stories, which will be assessed on its aesthetic and technical merits.

Assessment of the images will take into account factors such as:

1. Theme representation
2. Consistent photography style
3. Composition and framing
4. Exposure, sharpness

The winner will have a strong and complete story where he/she will be competing with other photographers from the same country.

## **The SONY FotoArabia Picathon Theme**

The theme is **'The Nation's Pride'** of the country you will be representing - Bahrain, Egypt, Jordan, Lebanon, Oman, Qatar, Saudi Arabia, United Arab Emirates.

The photo story will be told in an expressive way based on your personal experience of the chosen country, and after submitting it to FotoArabia, you become eligible to compete in the SONY FotoArabia Picathon contest and win state-of-the art cameras by SONY MEA.

In addition to photography standards and quality factors, a solid and consistent story is a huge winning factor which means - it's not a single image that will make you a winner, it's what you have submitted together, be it 3 images (minimum) or 10 images (maximum).

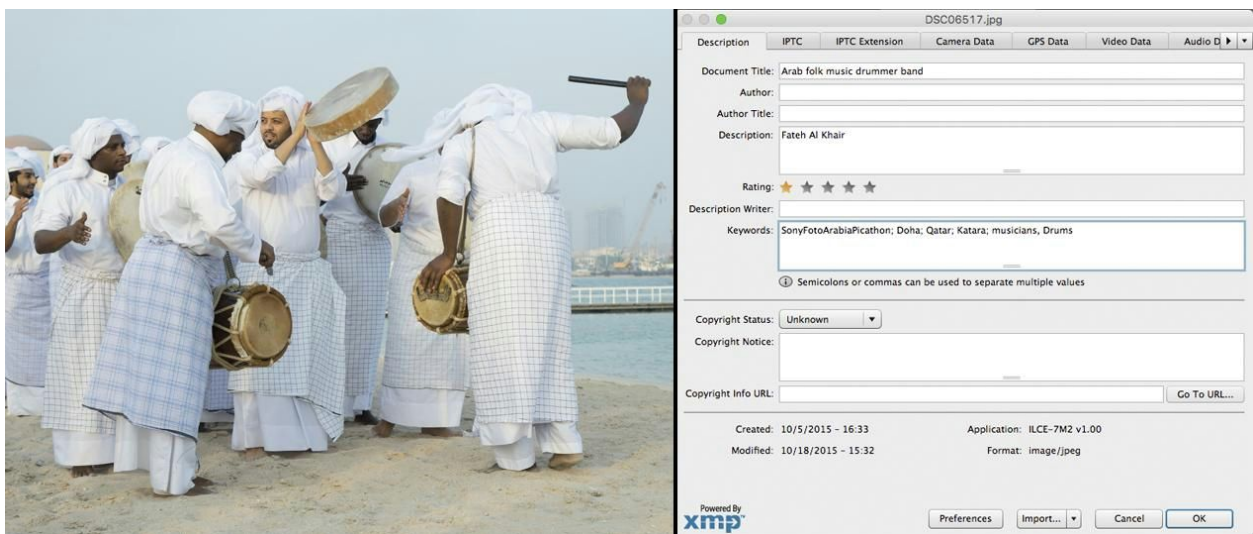
## **Qualifying Criteria**

- Photographers will submit between 3-10 images.
- You can submit images from one country only.
- You must be the rights holder of these images.
- Images must carry a title and basic keywords, for example:  
Title: *Bahrain Tree of Life*  
Keywords: *SonyFotoArabiaPicathon; Bahrain, Manama, Nation's Pride, leaves, wood, old, tree*

- Images are subject to a [lock-in](#) period.
- Images that contain nudity, pornography, offensive topics, or be religiously or culturally sensitive will be automatically disqualified.
- Images should be taken with a DSLR camera that is of 6 megapixels and above.
- Mobile phone images do not qualify
- Images of famous people (Politicians, celebrities) allowed only with a Model Release

## Metadata Template

- In the 'Title' section: Add a descriptive title for your images
- In the Keyword section: Add relevant keywords that describe the components of the image
- In the keywords section: copy and paste – *SonyFotoArabiaPicathon*, then add the *Country, City* (See Image below)



## Country Coverage

- Bahrain
- Egypt
- Jordan
- Lebanon
- Oman
- Qatar
- Saudi Arabia
- United Arab Emirates

## Prizes

Three prizes will be awarded in each country covered by the competition, i.e., cameras overall will be awarded to prize winners from the eight listed countries.

- 1<sup>st</sup> prize photographer wins - **Alpha 7 R2 | 42.4 MP ; ISO 102400 + Sonnar T\* FE 55mm F1.8 ZA**
- 2<sup>nd</sup> prize photographer wins - **RX100 II Advanced Camera with 1.0 inch sensor**
- 3<sup>rd</sup> prize photographer wins - **DSC-QX30 Lens-style Camera with 30x Optical Zoom**

## **Key Dates**

- Competition begins - 1<sup>st</sup> October 2015
- Competition ends - 31<sup>st</sup> January 2016
- Jury process - 15<sup>th</sup> February 2016
- Winners announced - 1<sup>st</sup> of March 2016

## **Jury & Selection of Winners**

The initial review, screening and short-listing of image submissions will be carried out by FotoArabia, using its internal image review team while the final selection of winners will be carried out by a Jury, comprising FotoArabia and Sony MEA representatives.

## **Terms and conditions**

- *Images submitted, as part of the Picathon, will be available for download by FotoArabia's clients from the moment they are approved by our internal review team*
- *If you are an existing FotoArabia contributor, images that are available on the site are not part of the competition*
- *If images are exclusive for FotoArabia you will get 50% royalty rates in case of an image sale ; non-exclusive images will will get 30% royalty rates in case of an image sale.*

**GOOD LUCK!**