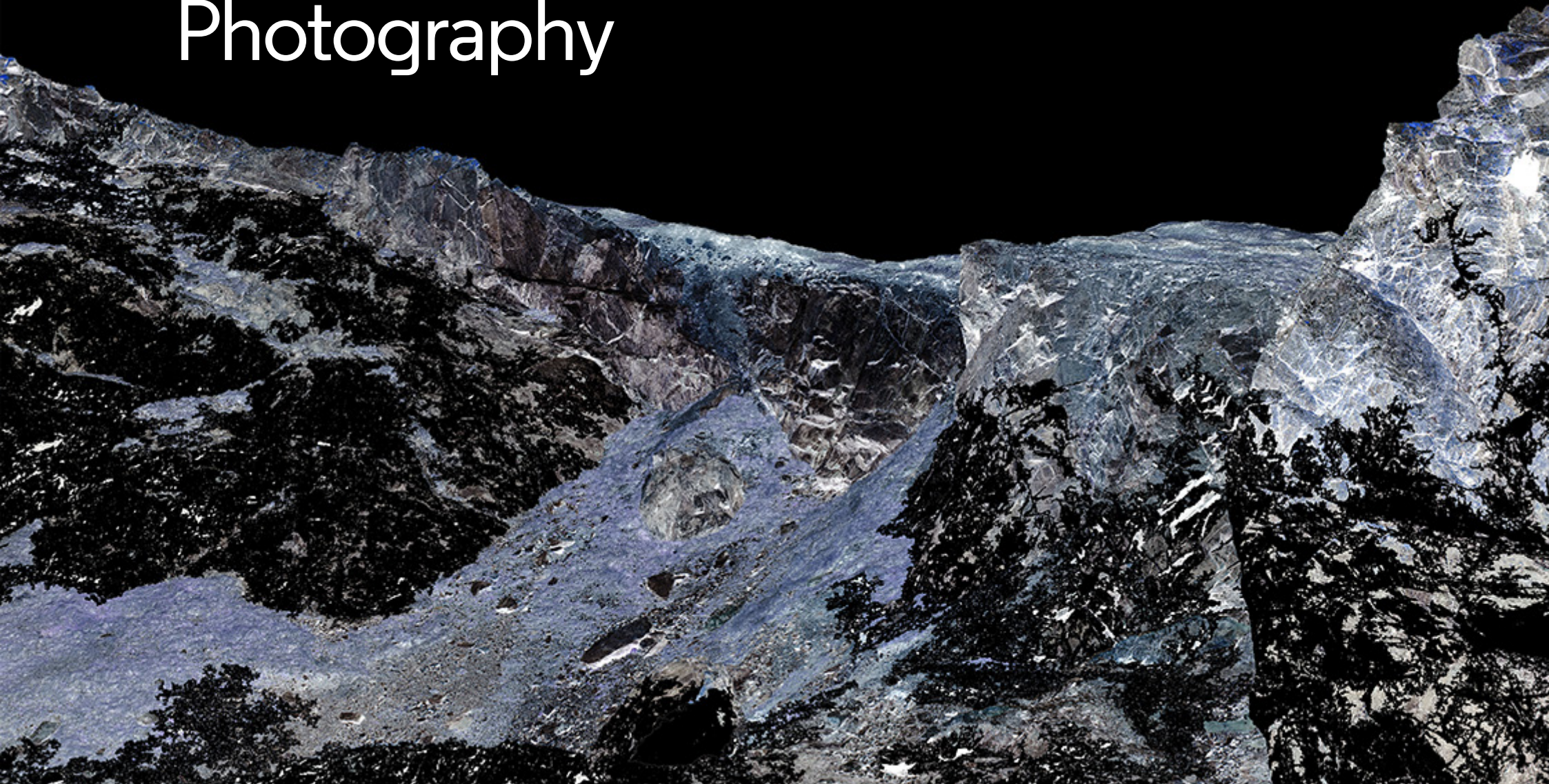




September 2018 — May 2019

EIZO Student Awards Photography



“Colours answer feeling; shapes answer thought; and motion answers will.”

- John Sterling

Background

EIZO is a world leader in colour space management and the designer, innovator and manufacturer of colour accurate monitors. Considered as the industry standard by many creative professions, the EIZO ColorEdge range of monitors are specifically designed for use within post-production, digital photography, retouching and design. The screen technology displays the highest degree of colour accuracy, tonal range and widest colour gamut for superior colour depth, allowing you to see more than ever before.

Based in Japan, the company was established in 1968 and originally manufactured television components. Ten years later EIZO entered the gaming market, manufacturing tabletop video gaming machines. Most notably an EIZO tabletop was used for Space Invaders – one of the 20th Century’s most recognisable games. Today EIZO designs, manufactures and globally distributes a huge range of innovative and specialised monitors and software to a host of industries. These include medical, aerospace, and of course the creative professions.

Colours are an invention of the brain. There are no purples, reds or blues, just wavelengths of light, electromagnetic radiation. The brain converts those different wavelengths into the colours we perceive. The rules are then created by a collective consciousness

of understanding between us all. If we can agree that this colour is ‘red’ and this colour is ‘green’, then these defined rules become established. Of course, there are exceptions to these rules in colour blindness. With the use of UV and infrared, some animals see other colours that are not within our defined spectrum. A synesthete may have an enhanced colour experience; green, for example, could also be associated with a letter, number, smell or taste.

There are many varied and rich examples of colour in art and culture from Turner to Rothko. Oliviero Toscani and Tibor Kalman’s collaboration on COLORS magazine celebrated a sometimes beautiful, sometimes ugly representation of life in colour. Each person’s perception of colour is different. What really defines the wonder and curiosity of colour is our emotive engagement with it. How we perceive it and how it makes us feel is something that is unique and different in all of us. In art, in nature, on skin, in food, socially or politically.

Call for entries

We are looking for submissions of daring, original and innovative images where colour plays a significant role in the creation and idea within the image. Colour is more than a palette. It is life, and is present in all aspects that surround it. We want to see how you represent this in your work, what is the significance of colour in the images you create and what are you aiming to communicate through the use of colour in your work. It is driven by aesthetic choice or is it completely representational of the subject, from hyper real to naturalistic, mono tonal or muted tones. Does colour represent a feeling or an emotion, is it guided by social or political reasoning?

Your images can be submitted in one or more of the following categories:

- Portraiture
- Life
- Environments
- Surrealism
- Documentary
- Still Life
- Objects
- Fashion & Beauty

Submissions

Your response should be submitted digitally at –

www.eizocolour.com/competition

What to consider

Be original and daring. Push the limits of the subject and choose to interpret it in whichever way you would like to. Be abstract, subversive and unexpected, look sideways. Innovate by exploring ideas and techniques within your chosen medium. It could be studio or location based photography; you are free to use any analogue or digital image making process to create your piece or to combine the two.

Dos and don'ts

Do

- Be innovative
- Be original
- Be uncensored in your creativity
- Feel free to be more philosophical or metaphorical about what colour represents

Don't

- Look for the obvious
- Be literal
- Feel restricted by any relationship to the products or company guidelines

What's essential

Submit either a single image or a story of up to 10 images.

A summary of your idea/approach in no more than 300 words. Please ensure that this document is clearly marked with your name, university and course of study.

What and how to submit

Main deliverables (mandatory).

Digital files of your submissions and completion of all required information on the online submission form.

Image format — TIFF or JPEG file format with a maximum file size of 50mb.

Written response — Your summary should be submitted as a PDF document.

Supporting materials (optional)

You may send a physical print of any still images, but these will only be required if the judges request them.