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## 6<sup>th</sup> AOYF Human Rights Photography Prize

### Competition Rules

(hereinafter called the “Rules”)

AOYF is a recognised public benefit non-profit foundation located in Geneva, the purpose of which is to facilitate access to high-quality information in a format that is appropriate and tangible for future generations, to raise awareness by actively stimulating the acquisition of knowledge about human rights, to offer specific opportunities for involvement that reflect the values promoted by the foundation and to defend and promote human rights that are at the heart of everyone’s concerns by forging linkages between the various sectors of society.

AOYF organises an annual photography competition on the theme of human rights in which students and graduates of partner schools can participate.

In 2023, the sixth edition of the AOYF Human Rights Photography Prize (hereinafter called the “6<sup>th</sup> Prize”) will be held on the theme: “**Human Rights 3.0**”. The 6<sup>th</sup> Prize is organised by AOYF in partnership with the *Ecole cantonale d’art de Lausanne* (the Lausanne Canton School of Art) (hereinafter called “**ECAL**”), the *Haute école d’art et de design – Genève* (the Geneva University of Art and Design) (hereinafter called “**HEAD – Geneva**”), the *Ecole nationale supérieure de la photographie d’Arles* (the National Graduate School of Photography, Arles) (hereinafter called “**ENSP**”), the Royal College of Art of London (hereinafter called “**RCA**”), the *Hochschule für Grafik und Buchkunst Leipzig* (the Academy of Fine Arts in Leipzig) (hereinafter called “**HGB**”), and the Aalto University School of Arts, Design and Architecture (hereinafter called “**AU**”) (hereinafter called jointly the “**Schools**”). Other schools may join the 6<sup>th</sup> Prize.

#### 1. Purpose

- 1.1 The purpose of the 6<sup>th</sup> Prize is to encourage and honour the link between photography and human rights.

#### 2. Theme of the 6<sup>th</sup> Prize

- 2.1. The title of the 6<sup>th</sup> Prize is “**Human Rights 3.0**”.
- 2.2. The 6<sup>th</sup> Prize recognises photographic creations on the following theme (hereinafter the “**Theme**”):  
Technological innovation has contributed greatly to human progress. We live better, longer and are better educated overall. New technologies have also precipitated the advent of the digital age. We sleep connected, we move connected, we work connected. Smart devices are an integral part of our daily lives, from the most intimate to the most collective. Screens, chips and microprocessors are everywhere. They capture everything. They record our every move. Our habits are measured and quantified, transformed into data to better store and monetise them. A tool for information, communication and emancipation, the Internet and digital technologies remain nonetheless a formidable tool for control and alienation. Journalists, activists and politicians are monitored with spyware and frequently attacked online. Censorship is used to silence dissidents, prevent public debate and suppress dissent. Disinformation campaigns, incitement to hatred and falsified media content proliferate on social networks. As new technologies develop exponentially, some dream of one day seeing the human brain replaced by artificial intelligence. Others fear that they will be invaded by advanced technologies and the



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increased dependence on digital technology. Sometimes sacred, sometimes decried, these advances have undeniably changed our relationship with things and the world, and raise important issues about the protection of fundamental rights, such as freedom of expression and the right to privacy, whether in the real or virtual world. Innovative as these technologies are, they are only tools. What matters is how they are used. So how can we ensure that their use can benefit the greatest number of people? And how can we limit their harmful effects on our human condition? In the age of the augmented human and the all-connected, new behaviours must be promoted and new frameworks created to prevent abuse and make these tools more responsible and capable of meeting the great challenges of our time.

### 3. Conditions of Participation

The 6<sup>th</sup> Prize is open to students and graduates of the Schools who meet at least one of the following two conditions:

- He or she is a student of the Schools and has completed at least two semesters of successful study for Bachelor students, or one semester of successful study for Master students, in one of the training faculties of any of the five Schools by 1<sup>st</sup> March 2023, or;
- He or she has graduated from one of the Schools in or after 2017.

If an artist collective is participating, all members of the collective must satisfy one of the two conditions referred to above.

### 4. Application Package

- 4.1 The application package (hereinafter called the “**Application**”) must include the artist’s resume and a description of the intention behind the work (no more than 2,000 characters). The Application may be submitted in French or English.
- 4.2 The Application may also be submitted by an artist collective. In this case, it must include the resume of each member of the collective, in addition to the explanatory text. The artist collective shall designate a representative as AOYF’s point of contact. The candidacy of an artist collective shall have the same prerogatives as an individual candidacy.
- 4.3 Each artist can only submit one project for the 6<sup>th</sup> Prize, whether alone or with an artist collective.
- 4.4 The Application must include a project consisting of five to ten images numbered and organised in a series, specifying the masterpiece representing the collection. Projects consisting of images in movement are also acceptable so long as their duration does not exceed 15 minutes. If the project requires a particular layout or installation, the Application should include a detailed and illustrated explanation describing how it is set up.
- 4.5 The works should be inspired by a thought, expression or concept referring to the Theme. The works will be judged on their innovative character, their craftsmanship and their consistency with the Theme.
- 4.6 The Application should be sent to AOYF by electronic means. The images should be in .tif format with a minimum of 3,000 x 4,000 pixels (Adobe RGB 1998 profile), and should be sent via the WeTransfer file transfer programme or any other programme of the same type.
- 4.7 The candidates should send their Application to AOYF by e-mail to: [hello@actonyourfuture.org](mailto:hello@actonyourfuture.org). Students and graduates must send a copy of their Application to their respective school: for



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those of ECAL to Milo Keller, Head of Bachelor and Master Photography: [milo.keller@ecal.ch](mailto:milo.keller@ecal.ch); those of HEAD – Geneva to Aurélie Pétreil, Professor in charge of the Photography Pool: [aurelie.petrel@hesge.ch](mailto:aurelie.petrel@hesge.ch); those of ENSP to Lucile Guyomarc'h, Communications Officer: [lucile.guyomarch@ensp-arles.fr](mailto:lucile.guyomarch@ensp-arles.fr); those of HGB to Torsten Hattenkerl, Dean of Academic Affairs: [hatten@hgb-leipzig.de](mailto:hatten@hgb-leipzig.de); those of RCA to Olivier Richon, Head of the Photography Programme: [olivier.richon@rca.ac.uk](mailto:olivier.richon@rca.ac.uk), and; those of AU to Heli Rekula, Senior University Lecturer of Photography: [heli.rekula@aalto.fi](mailto:heli.rekula@aalto.fi).

- 4.8 The deadline for sending the Application, pursuant to article 4.4 of the present Rules, is **no later than 1<sup>st</sup> March 2023. Applications will not be accepted later than that deadline.**

## 5. Jury

The 6<sup>th</sup> Prize Jury (hereinafter called the “**Jury**”) is generally made up of:

- An artist
- A representative of an institute of contemporary art
- A representative of an academic institution
- A representative of Christie’s
- A representative of Human Rights Watch

## 6. Selection Rounds and Naming of the Winner

- 6.1 The process of naming the winner of the 6<sup>th</sup> Prize (hereinafter called the “**Winner**”) will take place in two selection rounds.
- 6.2 In the first selection round, the candidates submit their works for the 6<sup>th</sup> Prize on the basis of an online application sent to AOYF, with a copy to their respective school, which verifies compliance with the submission rules of the Prize, including respect of the Theme. AOYF then submits the applications to the Jury, which selects the five finalists (the “**Finalists**”) who will participate in the collective exhibition of the 6<sup>th</sup> Prize.
- 6.3 In the second selection round, the Finalists are invited to defend their projects and their scenography before the Jury at the exhibition site in Geneva. The second round will be held in principle the same day as the award ceremony of the 6<sup>th</sup> Prize, during which the Winner will be announced, namely on Thursday, 27 April 2023. The Jury will choose the Winner based on the quality of the photographs submitted, of the scenography and of the oral presentation, as well as the innovative character of the project and its coherence with the Theme. It will decide by a simple majority of the votes. In case of a tie, the decision of the Chairman of the Jury will govern. The Jury is not required to justify its choice and its decisions may not be appealed.
- 6.4 The Jury will designate the Winner at the end of its deliberations. He or she will be notified at the 6<sup>th</sup> Prize award ceremony on 27 April 2023, day of the opening (hereinafter the “**Opening**”).

## 7. Finalists’ Work and Exhibit

- 7.1 The Finalists’ works will be shown during a collective exhibition (hereinafter the “**Exhibition**”) that will in principle take place at the Centre of Photography Geneva (hereinafter the “**CPG**”) from 28 April to 28 May 2023.
- 7.2 By participating in the 6<sup>th</sup> Prize, the Finalists agree that the originals of their works will be exhibited as part of this Exhibition.



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- 7.3 The production (printing, gluing, framing) of the exhibited works is the responsibility of each Finalist who coordinates the printing with his/her School in accordance with the partnership agreement established between the School and AOYF. The School will bear the costs of production of the works. The Finalist will coordinate the production of his works and their transportation to the exhibition site. AOYF does not participate in the production costs of the works.
- 7.4 AOYF grants each Finalist a maximum total amount of CHF 1,500 (one thousand five hundred Swiss francs) for the organisation and financing of the hanging of their works at the Exhibition, as well as for the framing of their works. Part of this amount may be used to cover potential travel and lodging expenses to participate in the set-up of the Exhibition and/or the 6<sup>th</sup> Prize award ceremony.
- 7.5 AOYF will determine the hanging and layout of the works in agreement with the Finalists and the CPG. In order to facilitate the work, the Finalists will provide a plan for hanging their works, specifying the dimensions, no later than one month before the Opening. They shall also provide all useful technical, logistical and physical details within the same period. If there is a disagreement regarding the hanging, the vote of the CPG will be determining. Each Finalist agrees to complete the hanging of his or her works no later than the day before the Opening.
- 7.6 Each Finalist will make available to AOYF the works intended for the Exhibit at least ten days before the Opening. AOYF will return the works to each Finalist no later than ten days after the end of the Exhibit. The Parties will agree in advance on a shipper and the dates of delivery and return of the works by the shipper.
- 7.7 The Finalists are responsible for organising the transport of their works to and from the site of the Exhibit, i.e. the CPG, and shall assume all costs related to shipping (such as packing, construction of shipping crates, customs and transport).

## **8. Award of the 6<sup>th</sup> Prize**

- 8.1 The award of the 6<sup>th</sup> Prize in the presence of the Finalists and Jury members will take place on the occasion of the Opening on Thursday, 27 April 2023, at the CPG.
- 8.2 All Finalists commit to be present at the 6<sup>th</sup> Prize award ceremony. In the absence of the Winner, the Jury may decide not to award the prize.
- 8.3 Invitees of the Schools, AOYF and its partners, as well as those of the CPG, will be present at this event. The Opening will be open to the public.
- 8.4 The Winner will be announced during the evening. The Winner will make a short presentation of the winning artistic work.

## **9. The Winner's and Finalists' Prizes**

- 9.1 For winning the 6<sup>th</sup> Prize, the winner receives the following awards:
- 1) He or she will be awarded a grant equal to CHF 7,000 (seven thousand Swiss francs) to be devoted exclusively to the preparation of an exhibit (materials and production) designed entirely as a continuation of the photographs for which the 6<sup>th</sup> Prize was awarded. This exhibit will take place in principle in parallel with the next edition of the annual AOYF Human Rights Photography Prize. The date and place of that exhibit will be chosen by mutual agreement between the Winner and AOYF;



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- 2) The Winner will also receive CHF 3,000 (three thousand Swiss francs) in cash to use as he or she wishes.
- 9.2 The four remaining Finalists will each receive CHF 500 (five hundred Swiss francs) in cash to use as they wish.
- 9.3 If the Winner is a collective, the awards mentioned in article 9.1 will be attributed to all its members. Thus, the exhibit will be designed by the collective as a whole, and the amount received is paid by AOYF equally to the members of the collective.
- 9.4 The Winner cannot participate alone or through a collective in a future edition of the Prize.

## **10. Communication around the 6<sup>th</sup> Prize**

- 10.1 Upon his or her nomination, for purposes of communications, each Finalist will make available by email to [hello@actonyourfuture.org](mailto:hello@actonyourfuture.org) an up-to-date resume, a text describing his or her artistic approach and rights-free visuals that may be used on any medium in connection with the promotion of the 6<sup>th</sup> Prize.
- 10.2 The Finalists will make themselves available to the media and will respond to press enquiries from the announcement of their selection until 28 May 2023.
- 10.3 Each Finalist agrees that AOYF may use his or her name, visuals and all information concerning his or her artistic activities in connection with the promotion and general communications regarding the AOYF Human Rights Photography Prize and any event and/or project associated with the Prize.

## **11. Insurance**

- 11.1 Nail-to-nail insurance of the works (for transport and during hanging and unhangings) will be the responsibility of each Finalist for the works he or she exhibits.
- 11.2 AOYF will not insure the Finalists against professional accidents or illnesses. Each Finalist shall insure him or herself personally against the risks of accidents or illnesses that may occur during his or her stay in Geneva in connection with the 6<sup>th</sup> Prize.

## **12. Rights of Authorship**

- 12.1 The Finalists agree to assign rights of reproduction and use of their works for all communications related to the 6<sup>th</sup> Prize. The images used for publicity and communications related to the 6<sup>th</sup> Prize shall be credited with the name of the author and, if the author is still a student, with the name of the originating school, in the following way: School/author's name. The images produced by graduates in connection with their studies will be credited in the same way.
- 12.2 The intellectual property rights to the works shall remain in their authors.
- 12.3 Any use for commercial purposes by AOYF of the materials submitted for the 6<sup>th</sup> Prize shall be subject to separate written agreements between AOYF and the authors.
- 12.4 By participating in the 6<sup>th</sup> Prize, the Finalists guarantee that they are the sole author or authors of the works submitted. In the event of a criminal complaint for plagiarism, the candidate shall



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be disqualified. The Schools and AOYF shall not be liable in any way for any complaint by a third party relating to the Finalists' works.

- 12.5 The participants guarantee that they have the authority to dispose of their works and that their dissemination or exhibition does not infringe on the rights of a third party (particularly if the photograph represents a third person). In the event of a criminal complaint by a third person, the Schools and AOYF may not be held responsible.
- 12.6 The Finalists agree to authorise the use of their name, their photographs submitted for the 6<sup>th</sup> Prize and all information concerning their artistic activities in any publicity or promotional event related to the 6<sup>th</sup> Prize with no compensation apart from the prize that is won.
- 12.7 A Winner shall be the sole owner of the rights of authorship associated with the works produced in connexion with the award exhibit indicated in article 9.1.1). Any use of the works by AOYF for purposes of exhibition shall be subject to separate written agreement between AOYF and the Winner.

### **13. Records, Representation and Future Exhibits**

- 13.1 The Finalists agree to donate at least two prints made in connection with the Exhibit so that AOYF may keep them in its records and use them for future exhibits. These prints shall be chosen by joint agreement between AOYF and the author.
- 13.2 Any reproduction and use of the Finalists' works associated with the organisation and promotion of future exhibits will be subject to separate written agreements between AOYF and the authors.

### **14. Sales**

- 14.1 Any use for commercial purposes by AOYF of the material submitted for the 6<sup>th</sup> Prize will be subject to separate written agreements between AOYF and the authors.
- 14.2 The works of the Finalists selected for the 6<sup>th</sup> Prize may be offered for sale during the Exhibit. The sales price shall be determined by mutual agreement between AOYF and the author of the work. The author of the work will receive the proceeds of the sale from the customers. He or she shall retain 50% of the sale price of the work and pay to AOYF the remaining 50% of the sale price as a commission.
- 14.3 In the event the Winner produces an exhibit pursuant to article 9.1.1) of the Rules of the 6<sup>th</sup> Prize, AOYF shall receive as a commission 20% of the sale price of the works exhibited in connection with the other exhibit.
- 14.4 The works of the Finalists selected for the 6<sup>th</sup> Prize may be offered for sale during any future exhibit associated with the promotion of the competition. AOYF shall receive as a commission 20% of the sale price of these works.
- 14.5 AOYF agrees to reinvest the proceeds of the sale of the works of the Finalists and Winner in the perpetuation of the AOYF Human Rights Photography Prize.

### **15. Restrictions**

The organisers of the 6<sup>th</sup> Prize, their employees and the members of the Jury are not authorised to compete. If any member of the Jury has any connection whatsoever (familial, professional or



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otherwise) with one of the participants in the 6<sup>th</sup> Prize, he or she shall be required to announce it at the outset of the selection process and, where appropriate, to withdraw from the deliberations related to that candidate and from the related vote.

## **16. Cancellation**

AOYF reserves the right to cancel the 6<sup>th</sup> Prize if there is not sufficient participation.

## **17. Correspondence**

All correspondence relating to the 6<sup>th</sup> Prize shall be sent to AOYF by e-mail to the following address: [hello@actonyourfuture.org](mailto:hello@actonyourfuture.org)

## **18. Applicable Law and Jurisdiction**

18.1 Swiss law shall be applicable to the present Rules and their implementation.

18.2 Any dispute between the participants and the organiser of the 6<sup>th</sup> Prize shall be referred to the exclusive jurisdiction of the courts of Geneva, Switzerland, after means of friendly resolution of the dispute have been exhausted.

## **19. Changes**

Any change to the present Rules shall be by mutual agreement of AOYF and the Schools.