

## **A Standing Ovation for Innovation**

The first-ever Fujifilm Award for Innovation at Pink Lady® Food Photographer of the Year 2017

Innovation is the watchword! For the very first time, the Fujifilm Award for Innovation will be presented at the world-famous Mall Galleries, London in April 2017, at the Champagne Taittinger Awards evening for Pink Lady® Food Photographer of the Year, the world's leading awards celebrating food photography and film.

This highly prestigious award will be given for a single image chosen from the 2017 shortlist – over 400 images selected from an overall entry of many thousands from across the world. In 2016, more than 7000 images were entered from 60 countries as entrants competed for the much-coveted overall crown.

“Fujifilm are renowned for their innovative approach to camera development, so we will be seeking an image that represents their philosophy and has shown a different way to achieve an exciting image,” says Andreas Georghiades, Marketing Manager, Fujifilm UK.

The exciting prize offers a range of magnificent opportunities for the winner - during a 6-month relationship with Fujifilm, they will have free loan of Fujifilm X-series products, promotion of their work through the Fujifilm social media channels and up to 10 exhibition quality prints, as well as potential commissions.

The stellar judging panel for Pink Lady® Food Photographer of the Year 2017 covers the full breadth of food photography and all its applications and this year includes David Loftus, Jamie Oliver's photographer, Krishna Pillai, Editor, Better Photography India, Emily Luchetti, Chair, James Beard Foundation NYC.

For further information and interview requests, please contact; Sue Richmond, The Food Awards Company, Mobile: 07708 690707  
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<https://www.pinkladyfoodphotographeroftheyear.com/photo-category/fujifilm-award-for-innovation/>

### **Editors' Notes:**

- Pink Lady® Food Photographer of the Year 2017 closes for entries **Sunday 5 February 2017**
- Shortlisted entries will be announced **Wednesday 29 March 2017**

- Winners will be announced at the Mall Galleries, London on **Tuesday 25 April 2017**
- **Headline sponsor Pink Lady®** apples take 200 days of tender loving care to produce. From 'pip to perfection', only the very best pass the rigorous inspection tests to receive the Pink Lady® classification. This time on the tree helps Pink Lady® apples to develop their unique personality, distinctive blush, sweet flavour and crisp texture. Pink Lady® apples are also packed with goodness – they are a natural source of energy and a single apple supplies a quarter of your day's vitamin C. For more information visit [www.pinkladyapples.co.uk](http://www.pinkladyapples.co.uk)
- **BBC Good Food Fresh Talent Award** is a completely new opportunity for an emerging photographic talent to work for one of the world's top food media brands. BBC Good Food Magazine is for those who like both cooking and eating. The magazine is filled with easy to prepare dishes for all occasions, from those for everyday to those for entertaining guests. It includes food news, what is new in the shops, tips, gadgets, giveaways and competitions. <http://www.bbcgoodfood.com>
- **Champagne Taittinger** is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2016 and also sponsor of the **Food for Celebration** category. Taittinger is one of the few major Champagne Houses to be owned and actively managed by the family named on the label.
- **Errazuriz Wine Photographer of the Year** is sponsored by Errazuriz, the premier family wine estate of Chile. Don Maximiano Errázuriz founded Viña Errázuriz in 1870 in the Valle de Aconcagua, 100km north of Santiago. [www.errazuriz.com](http://www.errazuriz.com)
- **The Fujifilm Award for Innovation** - this highly prestigious award will be given for a single image chosen from the 2017 shortlist. Fujifilm are renowned for their innovative approach to camera development and are the world's largest photographic and imaging company. <http://www.fujifilm-x.com>
- **InterContinental London Park Lane** is the sponsor of the Food at the Table category. Situated at one of the capital's most prestigious addresses, InterContinental London Park Lane presents modern luxury accommodation in the heart of Mayfair. Inspired by its location overlooking the Royal Parks, the hotel delivers elegant natural interiors and award-winning seasonal cuisine. The flagship InterContinental Hotels & Resorts® property combines exemplary service with a Concierge team that brings insider London to life. [www.parklane.intercontinental.com](http://www.parklane.intercontinental.com)
- **Marks & Spencer Food Portraiture** and **Marks & Spencer Food Adventures** is sponsored by Marks & Spencer, renowned for their brilliant use of

sumptuous food imagery, which makes them the perfect partner for this category [www.marksandspencer.com](http://www.marksandspencer.com)

- **One Vision Imaging Limited**, the exclusive photographic printers to the London 2012 Olympics and Rio 2016 [www.onevisionimaging.com](http://www.onevisionimaging.com) sponsor all print and framing for the Awards
- **Partridges** are sponsor of the **Food for Sale** category. Partridges have a long-standing association with Chelsea and are proud to be holders of the Royal Warrant, By Royal Appointment Grocers to H.M. the Queen - [www.partridges.co.uk](http://www.partridges.co.uk)
- **Production Paradise**, the world's largest online photographers' directory [www.productionparadise.com](http://www.productionparadise.com), are sponsors of the **Food off the Press** category for previously published work.
- **unearthed® Food in Film** supported by **delicious** category is sponsored by unearthed®, the food brand for people who love to discover, known for bringing great regional specialities from across Europe to the shelves at accessible prices. [www.discoverunearthed.com](http://www.discoverunearthed.com)  
<http://www.deliciousmagazine.co.uk>
- **World Food Programme** sponsors the **Food for Life** category. The World Food Programme is the food assistance arm of the United Nations and the world's largest humanitarian organization promoting food security and working towards the Global Goal of Zero Hunger [www.wfp.org](http://www.wfp.org)
- **Startisans Food in the Street** is sponsored by Startisans, the award-winning venture supporting the Capital's most exciting new food businesses. Startisans is run by Alex and Kitty Shepherd, also involved in running Partridges of Sloane Square and Shepherds Markets.

#### Supporters:

- **Zenfolio** - provides everything you need for your online photography business. Every account comes with a fully customisable portfolio website, marketing tools, and integrated e-commerce. [www.zenfolio.co.uk](http://www.zenfolio.co.uk)
- The chosen partner charity is **Action Against Hunger UK**, a humanitarian organisation committed to saving the lives of malnourished children
- Pink Lady® Food Photographer of the Year is owned by **The Food Awards Company**