

## **Drop by at the Photographers' Open House to see the world's greatest food photography**

The Photographers' Open House at Pink Lady® Food Photographer of the Year is back at the Mall Galleries by popular demand.

From 3.30pm on Wednesday 25 April 2018, Caroline Kenyon, Founder/Director of the Awards will be hosting a walk round the exciting 2018 exhibition along with Derek Poulston, MD of One Vision Imaging and member of the international judging panel.

"It's wonderful to share this stunning exhibition with people who are very engaged and knowledgeable," says Caroline. "The Awards are a year in the planning, it is so exciting when the Finalists' images are on the wall and we want people to enjoy them and be enriched by them as much as possible."

There will be over 140 images showcasing more than 20 categories, from Marks & Spencer Food Portraiture and One Vision Cream of the Crop, to Food for the Family, World Food Programme Food for Life and Errazuriz Wine Photographer of the Year. As well as the shortlisted films for **unearthed**® Food Film Shorts supported by Foodism.

"The exhibition shows food in its widest possible sense and cultural setting," explains Caroline. "The walk round is as much a discussion between us all as it is a tour, everyone has something to observe and contribute. It will be exciting to share it with Derek Poulston this year, he has many years' experience in judging photographic awards and will bring a fresh perspective."

'Touch and Try' with our sponsor Fujifilm

Imaging experts from Fujifilm will be on hand to show their very latest cameras at The Photographers' Open House. A full display of the newest cameras from the Fujifilm range along with Fujifilm experts will be available to demonstrate and talk visitors through the cameras and technology. This is an incredible opportunity to experience the multi-award winning range of cameras, surrounded by awe-inspiring images.

For more information, images and interviews please contact Katie Teesdale-Ward

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<https://www.pinkladyfoodphotographeroftheyear.com>

@FoodPhotoAward

### **Editors' Notes:**

**Headline sponsor Pink Lady® apples** - when it comes to snacking, you can't get better than a Pink Lady® apple. Brilliantly sweet and delicious to eat, a Pink Lady® apple is guaranteed to

get your taste buds dancing. Each Pink Lady® apple spends 200 days in the sunshine before being picked by hand. It's this extra time on the tree that 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.

Inspired by the popularity of food photography and its sponsorship of the Pink Lady® Food Photographer of the Year, in 2017 Pink Lady® launched an Instagram competition for budding food photographers and anyone who loves to share images of their foody experiences. For more information visit [www.pinkladyapples.co.uk](http://www.pinkladyapples.co.uk)

**Champagne Taittinger** - is delighted to be the celebratory toast for Pink Lady® Food Photographer of the Year 2018 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. [www.taittinger.com](http://www.taittinger.com)

**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** - with over 80 years in the industry, Fujifilm is one of most highly regarded camera brands in the world. With our award-winning range of cameras suited to Pros and enthusiasts alike, they combine traditional styling with cutting edge innovative technology. All X series cameras are designed with the photographer in mind to "make you fall in love with photography all over again. <http://www.fujifilm-x.com>

**InterContinental sponsor 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. [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 these categories. [www.marksandspencer.com](http://www.marksandspencer.com)

**One Vision Imaging Limited sponsors the Cream of the Crop category** - the UK's leading professional photographic laboratory. For well over forty years they have been providing the highest standards of photographic services to professional photographers. [www.onevisionimaging.com](http://www.onevisionimaging.com)

**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 Film Shorts supported by Foodism** - 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)

**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)

**Our 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