



The new Canon EOS Festival of Photography will inspire and captivate

Sydney, 30 April 2010: Canon Australia's support and respect for the professional photographic community in Australia has been reinforced today with the Company announcing its [Canon EOS Festival](http://www.canon.com.au/worldofeos/festival)

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The combination of four Canon-sponsored photographic events will provide an eclectic mix of different photographic forms, genres and techniques.

Sydney, 30 April 2010: Canon Australia's support and respect for the professional photographic community in Australia has been reinforced today with the Company announcing its Canon EOS Festival of Photography 2010.

The inaugural Canon EOS Festival of Photography is set to become an annual feature for all those who enjoy photography, creativity and being inspired. The Festival runs for three months from 29 April to 1 August 2010 and comprises four exciting photographic events sponsored by Canon Head On Festival; Canon AIPP Australian Professional Photography Awards (APPAs); World Press Photo (WPP); and The Sydney Morning Herald Photos - 1440: A Day, a Minute, a Moment exhibition.

All the details and elements of these four events will be brought together on the EOS Page on Facebook, in a dedicated Festival tab, from May 24 onwards. This Festival hub will feature information on a number of exciting photographic competitions themed around the various Festival events. Impressive prizes are up for grabs including the latest EOS camera gear and unique photographic opportunities. Until then, those interested in the Festival can keep up to date with news and events through the EOS blog.

All four events bring together some of the world's most creative and imaginative minds, celebrating the highest level of photographic excellence both nationally and globally. The Canon EOS Festival of Photography demonstrates that through the power of an image, people can tell stories, share ideas and make themselves heard.

By launching this annual festival we're looking to really show our support of the photographic industry as well as inspire Australians to explore the creative possibilities that photography has to offer, says Chris Macleod, Brand Manager EOS, Canon Australia. It's clear by the growth we've seen in the digital SLR industry and in particular Canon's 42% growth¹ of its EOS range (in 2009 revenues) that imagery is a central part of people's lives.

Images are powerful, they draw you in, make you think and encourage you to act. We hope to inspire this form of self-expression by sponsoring these powerful and emotive exhibitions in Australia. We'll be hosting challenges for our EOS community that align with each of the Festival's events to prove that anyone who owns a camera can get creative, capture moments and tell stories that resonate.

Head On

Dates/Location: 29 April - 5 June 2010 | Sydney (various galleries, restaurants and cafes)

The inaugural Head On Photo Festival is the launch pad for the Canon EOS Festival of Photography.

This photo festival is an exciting initiative involving galleries, cafes and parks around Sydney exhibiting local and international photography. Nearly 70 public and commercial galleries, including the Museum of Sydney and the Manly Art Gallery will be taking part. The festival aims to attract a wide range of excellent photography from Australia and overseas that speaks for itself, regardless of whether the photographer is well known or not. Centring on the flagship Head On Portrait Photography Prize, the festival will feature numerous events for anyone interested in photography. These will include a retrospective of Oculi (one of Australia's top photojournalists collectives), a retrospective of the late Rennie Ellis, a series of retro-style posters by artist Anne Zahalka exhibiting in four pubs around Newtown and an exhibition of the work by Andr Villers, a French photographer, who worked closely with Picasso in the 1950s.

Other festival events include Head Off showcasing Australian landscapes on large canvases at Paddington Reservoir, a two-day seminar and a mini

trade show. Open studios and workshops will be featured as well as a series of multi-media slideshow screenings.

Read more about the Canon EOS Festival of Photographys Head On Photo Festival at World of EOS and at www.headon.com.au.

Canon AIPP Australian Professional Photography Awards

Dates/Locations:

Judging (open for public viewing): 4 June - 6 June 2010 | Melbourne Convention & Exhibition Centre

Winners announced: 7 June 2010

Nation-wide travelling exhibition: commences 1 July 2010 (locations and dates TBC)

2010 marks the 34th year of the Australian Professional Photography Awards (APPAs) and the 9th year of Canons major sponsorship - the awards are operated by The Australian Institute of Professional Photography and recognise the best of the best in Australian photography.

In addition to the coveted Canon Australian Professional Photographer of the Year Award, entries are also judged in sub-categories covering specialised forms of professional photography including: Commercial, Illustrative, Travel, Portrait, Wedding, Science, Environment & Nature, Landscape and Sport.

Entries are individually critiqued and scored via a rigorous peer-review judging process to determine the highest-scoring prints across the different categories. The public are given the unique opportunity to attend and listen to the judging process.

Award-winning images are displayed in the Travelling Exhibition and are showcased in the Canon APPA book, published by The Australian Institute of Professional Photography.

Visit the Canon APPAs at the trade show to see the best of Australian photography being judged as well as a gallery of winning images.

Read more about the Canon EOS Festival of Photographys AIPP Canon APPAs at World of EOS and at www.appawards.com.

World Press Photo

Dates/Locations:

Brisbane exhibition: 5 June - 27 June 2010 | Brisbane Powerhouse

Sydney exhibition: 3 July - 25 July 2010 | State Library of New South Wales

Now in its 53rd year and wrapping up Canons three-month long EOS Festival of Photography, the World Press Photo contest is universally acknowledged as the worlds premier competition for photojournalism and its accolades are coveted by photographers across the globe. This year, the international jury gave prizes in 10 themed categories to 62 photographers of 22 nationalities including three Australian photographers.

Returning to Australia for its 11th year, Canon continues to bring this revered exhibition to Australia, in support of photojournalism and the role it plays in sharing important stories including those of survival, world issues and cultural differences. The exhibition is renowned for opening peoples eyes to conflict as well as moments of glory in other countries and cultures and in doing so evoking powerful emotion, support and empathy.

World Press Photo receives support from the Dutch Postcode Lottery and is sponsored worldwide by Canon and TNT.

Read more about the Canon EOS Festival of Photographys World Press Photo at World of EOS.

Photos - 1440: A Day, A Minute, A Moment exhibition

Date/Location: 3 July - 1 August 2010 | State Library of New South Wales

The inaugural Sydney Morning Herald photography exhibition The Sydney Morning Herald Photos - 1440: A Day, a Minute, a Moment will feature prints and multimedia of the best published and unpublished work by Herald staff from 2009 to the present. Entry to this event is free. The public will also have the opportunity to buy tickets to exclusive events throughout the exhibition. These events provide the opportunity to meet and interact with Herald photographers and hear the stories behind their images. More information on this aspect of the exhibition will be distributed at a later date.

Read more about the Canon EOS Festival of Photographys 1440: A Day, A Minute, A Moment exhibition at World of EOS.

The EOS Festival of Photography Program
Head On Photo Festival

29 April - 5 June

Sydney (various locations)
Canon AIPP APPAs

Judging

4-6 June 2010

Melbourne Convention & Exhibition Centre

Winners announced

7 June 2010

Melbourne Convention & Exhibition Centre

Travelling exhibition

1 July 2010

Locations and dates TBC
World Press Photo

Brisbane

5 June - 27 June 2010

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Sydney

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State Library of New South Wales
Photos - 1440: A Day, A Minute, A Moment

Sydney

3 July - 1 August 2010

State Library of New South Wales

Related Links

Learn more about the Canon EOS Festival of Photography

Enter the Festival of Photography consumer promotions when they launch on the EOS Facebook page mid-April

Learn more about Canons EOS DSLR range

Learn about the support and creative challenges Canon offers EOS users on the World of EOS

[1] Source: GfK Retail and Technology Australia, Digital Still Cameras - SLR, Retail Sales Value, Jan to Dec 2009 vs Jan to Dec 2008

- ENDS -

About Canon

Canon Australia is a leading provider of advanced, simple-to-use imaging solutions for businesses and consumers. Canons Australian R&D company, CiSRA, develops customised solutions for local customers, and exports digital imaging technologies for use in Canon products worldwide. Canon has ranked among the top-four US patent recipients for the past 18 years, and had global revenues of around \$US35 billion in 2009. Canon Australia also operates Canon Finance Australia, which offers one-stop shopping for customers wanting leasing or finance services. For more information, visit canon.com.au

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