



Call for Submissions

Re:Action

The inaugural Whistler Prize for Action Sports Portrait Photography brings together two opposing forces :
action photographers and portraiture,
to create **Re:Action**,
because every action has an equal and opposite reaction.

And sometimes action sports photography subjects do sit still.

Distilling the essence of action sports excellence into one single image of one single actor.

For thirteen years, the TELUS World Ski and Snowboard Festival has stopped time, in the middle of a ten day and night adrenaline-fest, to showcase and celebrate the craft of action sports photography at the annual Pro Photographer Showdown.

Action sports photography requires impeccable timing, an intimate understanding of the sports showcased, and an ability to execute in a high-pressure, high-stakes environment.

Portraiture is often a slower process of relation-building that requires an ability to strip away layers and activity and busyness to capture a subject's essence.

The two would seem antithetical, but increasingly some of the most powerful moments at the Pro Photographer Showdown have moved into the world of portraiture, providing a raw and intimate look at the practitioners of the sports showcased.

New for 2010, the Festival introduces the Re:Action Prize for Action Sports Portrait Photography, consolidating its role as the pre-eminent action sports photography event in the world, with a total prize money of \$21,000 awarded at the festival to the world's best action sports photographers.

The Re:Action Prize for Action Sports Portrait Photography aims to open a window into the intimate sub-culture of lifestyle action sports that attract cult devotion and life-long dedication, by recognizing portrait photography that captures the emotion and commitment intrinsic to those sports.

An annual international competition for contemporary photographic portraits of participants in the action sports of snow, surf, skate and bike the Re:Action Prize for Action Sports Portrait Photography distills the essence of action sports excellence into single images of single actors with an exhibition of a selection of finalists chosen by a distinguished jury of experts mounted at the TELUS World Ski and Snowboard Festival.

The winner of the inaugural Re:Action Prize for Action Sports Photography will receive \$2500 cash and be inducted into the Whistler Photography Academy, alongside all previous winners of the Pro Photographer Showdown, to join the voting panel for the 2011 Prize.

Entry Procedure and Overview

1. The Re:Action Prize for Action Sports Portrait Photography aims to open a window into the intimate sub-culture of lifestyle action sports that attract cult devotion and life-long dedication, by recognizing portrait photography that captures the emotion and commitment intrinsic to those sports. All Interested action sport/action lifestyle photographers are asked to submit one image that **distills the essence of action sports excellence into one single image of one single actor**. The TELUS World Ski and Snowboard Festival defines a **PORTRAIT** as – “a picture based on a meeting of photographer and subject that captures the essence of a person committed to action and adventure sports from the realm of snow, surf, skate or bike.”
2. Only one (1) photo submission per photographer is allowed per year.
3. Photograph must be submitted via email in **JPG format at 1024 (width) x 768 (height) pixels and 300 dpi** to Kassia O’Connor by Wednesday, March 24th, 2010 at 5:00pm (PST) to be considered for judging.
4. **Judging will be anonymous;** the submitted photograph must be free from any features such as names or logos that may identify the photographer.
5. **Photographers must also email the below information with entry. Please note that entries will not be considered unless the following information accompanies.**
 - a. Photographer Head Shot (300dpi, jpeg format)
 - b. Short Bio
 - c. Completed Photographer Agreement / Image Release Form (download from www.wssf.com)

Should you be chosen as a finalist, your image will be showcased in digital form at the Pro Photo Showdown in Whistler, and in print form at the State of the Art exhibition. We will use your submitted portrait photograph in the exhibit, on our website, and send it to media publications with a press release announcing finalists. Please list all appropriate photo credits (athlete, etc.) and we will ensure these are included in any publication of the Photo (300 dpi, jpeg format).

A selection committee comprised of key industry figures will choose a selection of portrait finalists to be displayed the State of the Art Showcase for the duration of the 10 days of the Festival. All finalists will be notified on Thursday April 1st, 2010.

6. All finalist portraits will be printed out and mounted at the State of the Art Showcase at the expense of the Festival Producers. That being said, the Festival Producer’s reserve the right to use their discretion with regards to display and lighting of these portraits.

JUDGING AND AWARDS

1. A panel of 5 judges will be selected by TELUS World & Ski Snowboard Festival event team to make a selection of portrait finalists to be displayed the State of the Art Showcase for the duration of the 10 days of the Festival.

2. Finalists will be announced online at www.wssf.com on Thursday, April 1st, 2010.
3. Once the finalists have been chosen a larger panel of 7 to 11 industry experts chosen by the TELUS World Ski & Snowboard Festival event team will be tasked to choose one Winner.
4. The winner of Re:Action will be announced live at the 2010 Pro Photographer Showdown Gala during the TELUS World Ski & Snowboard Festival on Thursday, April 22nd, 2010.
- 5. The winner of Re:Action will receive a grand prize of \$2,500.**
- 6. The winner of Re:Action 2010 will also be automatically entered into the Watermark Photography Academy, alongside all previous winners of the Pro Photographer Showdown, to join the voting panel for the 2011 Prize.**
7. No other ranking will be established between the remaining finalists by the judges.
8. In the event of any unforeseen circumstances or anything not covered by the rules, the judges will decide by majority vote. Their decision(s) are final and may not be appealed.
9. The Director of the TELUS World Ski & Snowboard Festival will decide on any unforeseen circumstances or anything not covered by the rules that could have significant financial and/or legal consequences. Such decisions will supersede any ruling by the judges, and cannot be appealed.

Entries and inquiries should be directed to:

Kassia O'Connor
Tel: 604-938-3399 ext
Fax: 604-938-3398
Email: koconnor@watermarkinc.ca

Deadline for submissions is Wednesday, March 24th, 2010. Late submissions will not be considered. Only complete submissions (as outlined above) will be considered.

Finalists will be notified by Thursday, April 1st, 2010.

Re:Action Winner will be announced at the 2010 Pro Photographer Showdown Gala on Thursday April 22nd, 2010.

For more information on the Re:Action Portrait Prize or the State of the ART showcase please visit www.wssf.com

The 2010 TELUS World Ski & Snowboard Festival is produced by Watermark Communications Inc. For further information visit www.wssf.com or contact Watermark Communications at 604-938-3399.