

Application form near. prize 2025

Candidate

Surname

First name

Email

Telephone

Address

Member of near. since

Application file checklist

- Series of 7 to 15 images
- Project description
- Filled and signed application form

Rules of the near. prize

Lausanne, April 2025

1. General information

near. was founded in Lausanne in 2009 and its principal aim is to promote contemporary photography. The association organises activities set around four main objectives: to promote and disseminate the work of Swiss and Swiss-based photographers for established talent as well as young artists; to enable a continuous cultural exchange between regions and among professionals in the field of photography (artists, historians, critics, curators, journalists and editors); to actively contribute to critical thinking on the subject of contemporary photography; and finally, to advertise Swiss photography to a wider audience. Among other things near. organises exhibitions, screenings, interviews, conferences and gatherings between professionals.

With the idea of developing additional support for the association's photographers, near. organises every year the near. prize, an annual award aimed at providing a financial incentive to encourage production and connecting photographers to photography professionals in Switzerland and beyond. All near. members are invited and encouraged to participate.

2. Grants

The winner of the near. prize 2025 will be awarded:

- The opportunity to showcase their work during Fotofestival Lenzburg 2026, with the exhibition production costs covered by the Fotofestival Lenzburg.
- 1000 CHF in cash from near. association to support their work
- One-year free near. membership

3. Schedule

Applications are open from April 20 to June 1, 2025. Applications received after the deadline will not be considered.

The jury of the near. prize 2025 will select a winner whose identity will be revealed in June 2025.

4. Candidates

Participation in the near. prize is reserved exclusively for photographers who are members of the association. Photographer-members who are part of the association's committee can participate only if they are not linked to the organization of the near. prize.

5. Theme

Projects submitted to the near. prize are not bound by a specific theme. However, the upcoming edition of Fotofestival Lenzburg will explore the topic *Forever Happy*.

Forever Happy delves into the contradictions of happiness in contemporary society—its fleeting nature, its idealized image, and its omnipresence in our lives. In a world where happiness is marketed as a commodity and shaped by social media, consumerism, and personal aspiration, how do images construct, reinforce, or challenge our understanding of joy? Can photography capture the essence of happiness, or does it merely reflect its transience and the societal pressures that surround it?

You are welcome to respond to this theme in your project or integrate it into your submission if it resonates with your work.

6. Application procedures

Application files must include:

- A series of photographs consisting of 7 (minimum) to 15 (maximum) images. The series does not have to be unpublished. It may come from the photographer's archives or be created on the occasion of the prize.
- A description of the project in English, French or German (approx. 300 words)
- Filled and signed award application form

The completed application files are to be sent by e-mail to info@near.li before the due date in the form of a digital file of maximum 10 MB. The subject line of the email must contain "near. prize application" + name.

Each participant can only submit one project.

7. Jury

The jury for the near. prize consists of two external experts, akin to contemporary photography and chosen by the association's committee, together with near. committee counting as one vote. The composition of the jury changes each year.

The 2025 jury experts are:

- o Margherita Guerra, Director and Founder of the Fotofestival Lenzburg
- o Manuel Sigrist, Head of Exhibitions, Programmes and Library, Photo Elysee

8. Rights and requirements

By participating in the near. prize 2025, participants guarantee that they are the sole authors of the images submitted. Participants also guarantee that they have the right to dispose of all texts and images submitted as part of the near. prize 2025 and that their distribution or exhibition does not infringe the rights of a third party. near. cannot be held responsible in the event of any complaint from third parties concerning the winner's work.

The winner of the near. prize 2025 agrees to grant the reproduction and exploitation rights to use the submitted images and information to near. and Fotofestival Lenzburg for all communication related to the near. prize, its promotion and the exhibition linked to the prize. Images used for advertising and communication around the near. prize 2025 will be credited with the name of the author.

The details of the exhibition's organisation at Fotofestival Lenzburg will be defined by the curatorial team of the festival and the winning photographer. Fotofestival Lenzburg undertakes to establish an original exhibition concept in collaboration with

the near. prize winner, demonstrating the relevance and articulation of the artist's validated proposal, under the consulting involvement of near. association committee upon request. The festival reserves the right to organize the exhibition according to a budget decided and validated by Fotofestival Lenzburg direction in collaboration with the near. association. The winning artist agrees to be involved in the production of the exhibited works and to participate in setting up the exhibition in May 2026. The artist will be invited for the opening of the Festival in May 2026.

The winner also agrees to do a takeover of the near. instagram account with the winning project.

9. Cancellation

near. swiss association for contemporary photography reserves the right to cancel the near. prize 2025 in the event of insufficient participation. In such circumstances, all participants will be duly notified. near. will not be held liable for any losses or damages arising from the cancellation of the near. prize 2025.

10. Timetable reminder

- From April 20 to June 1, 2025: Submission of applications
- June 2025: Deliberation by the jury and announcement of the winner

I have read the rules of the near. prize and I accept all terms and conditions.

Date :

Signature :