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Al Betrayal Prize 2018

## **1st EDITION OF THE FASHION PHOTOGRAPHY MIGUEL ORIOLA SCHOLARSHIP**

EFTI International Center of Photography and Film announces its **1st edition of the Fashion Photography Miguel Oriola Scholarship**, aiming to award one photographer with a scholarship that will enable them to develop their professional career through the study of the **International Master in Fashion Photography** at the school, free of charge. The cost of the course for the year 2019-20 is **14.800€**.

No prize will remain without a winner. There is no application fee. All classes will be taught in Spanish, except some workshops, which will be taught in English by international authors.

### **APPLICANTS**

Participation is free, online and is open to anybody over the age of 18, regardless of their nationality or academic background. Winners must attend the **International Master in Fashion Photography** in its edition starting in **September 2019**. The duration of the course is **one academic year**.

### **PROJECT REQUIREMENTS**

Each applicant must present a single series of photographs consisting of 6 to 12 photos that must have a common theme, along with a text that summarizes the project.

The photographic technique is open. The theme must be somehow related with fashion, although this need not be in a literal manner.

All photographs must be labeled with the name of the applicant and numbered according to their position in the series.

E.g. Paul Smith 001

Applications must be made through our web site: [registration form](#), by completing the registration form and attaching the following documents:

- *Photocopy of Identity Card or Passport.*
- *Brief description of the project.*
- *6 to 12 images in jpg format. These must have a maximum of 1.500 pixels on their largest side and a resolution of 72ppp. **Each image should be no larger than 800 Kb.***

Once the application process is finished, you will receive a confirmation email. Receipt of this email means we have successfully received your application.

Only one application will be admitted per applicant. All projects sent more than once, will be disqualified automatically. Be sure to have a good Internet connection when applying, to be sure you can finish the process successfully so that we do not receive any duplicates.

## **DEADLINE FOR SUBMISSIONS**

Applications will be open from **6th of May 2019** until **6th of June 2019** by 22:00 (Madrid time, GMT +1). This will not be extended under any circumstances.

## **SELECTION COMMITTEE**

The jury will be made up of prestigious photographers and a representative of EFTI. The jury's decision will be announce from the **10th of June 2019**. The jury's decision is final.

The winners will be notified personally and the results will be announced on EFTI's website ([www.efti.es](http://www.efti.es)).

The winning photographs may be used by EFTI in order to promote the scholarships in future editions.

## **APPENDIX**

The winners of the Scholarships will sign an agreement with EFTI, committing themselves to the completion of the Master in its entirety, 1 academic year. Only excepcionally can the prize be replaced by courses other than the Master in Fashion Photography. Participation involves full acceptance of the above conditions. The committee reserves their right to make decisions on any unforeseen circumstances not covered by the conditions outlined above.

Failure to comply with the above rules, or lack of required documentation will result in the applicant's disqualification from the contest.



## **MIGUEL ORIOLA, PASSION FOR PHOTOGRAPHY**

He was born in Alcoy and his first contact with photography was a 250 pesetas (around 2€) Kodak camera. He remembers that his first photo was the clothes hanging in front of the door of his house moved by the wind. He was fascinated and surprised that the picture looked good. Since then, he didn't stop taking pictures.

José Vicens, a photographer from his hometown “Alcoy”, was the one who taught him the profession and the passion for photography.

When he was very young, he moves to Madrid and soon begins to collaborate with the mythical publication “*Nueva Lente*”. His work in the world of Advertising and Fashion is more and more continuous, publishing in the most important magazines worldwide and performing many international advertising campaigns. Meanwhile he started to combine his professional work as a photographer with his teaching work.

In the 80's, he founds the magazine “*Poptografía*”, a reference at that time as it published the most modern and avant-gard photographs of the moment.

The most important international models have gone through his studio in Serrano street in Madrid.

Fashion and advertising take him to travel around the world, combining his professional work with his personal work and exhibiting in the best art galleries. Today his work can be found in important public and private collections.

At the end of the 80's, he started to collaborate in EFTI, where he continues today.

His teaching work in EFTI and other places has helped to train many of the generations of current and future photographers.

For all of us in EFTI, Oriola is and has been our great teacher and we believe that spanish photography is in debt to him. For this and for many more reasons this scholarship bears his name.

The Miguel Oriola Scholarship wants to give the possibility that every year a photographer can be trained in the International Master of Fashion Photography at EFTI. fotógrafo se pueda formar en el Máster Internacional de Fotografía de Moda de EFTI.