

**Wildlife
Photographer
of the Year**

Information pack

Contents

Exhibition overview	3
Aims of the exhibition	4
Gallery plan	5
Categories	6
Specifications	8
Press release	9
Visitor evaluation summary	10
Merchandise and publications	11

Cover image

MAKING AN IMPRESSION © **Andy Rouse**

Page 3

SHARKS' SARDINE FEAST © **Doug Perrine**

TERN STYLE © **Ilkka Räsänen**

Page 4

PERINGUEY'S ADDER BURYING ITSELF © **Thomas Dressler**

MOUNT BROMO, JAVA © **Dan Brooks**

CLASH OF EAGLES © **Antoni Kasprzak**

Galleries featured

Bristol Museum and Art Gallery
Detroit Zoological Society
Town Hall Galleries, Ipswich
Natural History Museum, London

Touring Exhibitions
The Natural History Museum
Cromwell Road
London SW7 5BD
www.nhm.ac.uk/touringexhibitions

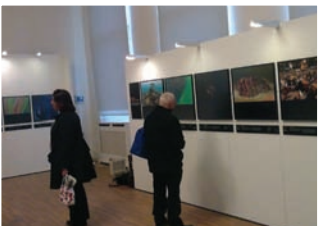
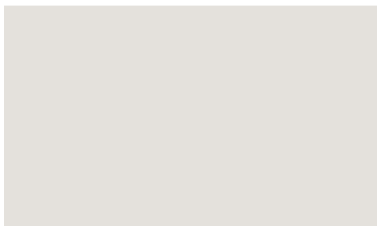
Email: touring@nhm.ac.uk
Tel: +44 (0)20 7942 6245

Exhibition overview

Emotive. Uplifting. Inspiring.

Poignant images of endangered species. Spectacular shots of the wildest places on Earth. Privileged insights into the beauty, drama and diversity of nature. Now in its 46th year, Wildlife Photographer of the Year is the world's most prestigious wildlife photography competition – and the winning images tour worldwide every year in a stunning exhibition that attracts a dedicated audience.

Owned by the Natural History Museum and *BBC Wildlife Magazine*, the competition is open to professional and amateur photographers of all ages. And the related exhibition has an equally wide appeal, showcasing outstanding creativity and photographic skills, inspiring wonder at the natural world, and highlighting the need for wildlife conservation in audiences of all ages.



Aims of the exhibition

- to be the world's most respected forum for wildlife photographic art, showcasing the very best photographic images of nature to a global audience
- to use its collection of inspirational photographs to make people worldwide wonder at the splendour, drama, variety and importance of life on Earth, and so care about its future
- to inspire a new generation of photographic artists to produce visionary and expressive interpretations of nature
- to raise awareness of wildlife photography to that of mainstream art

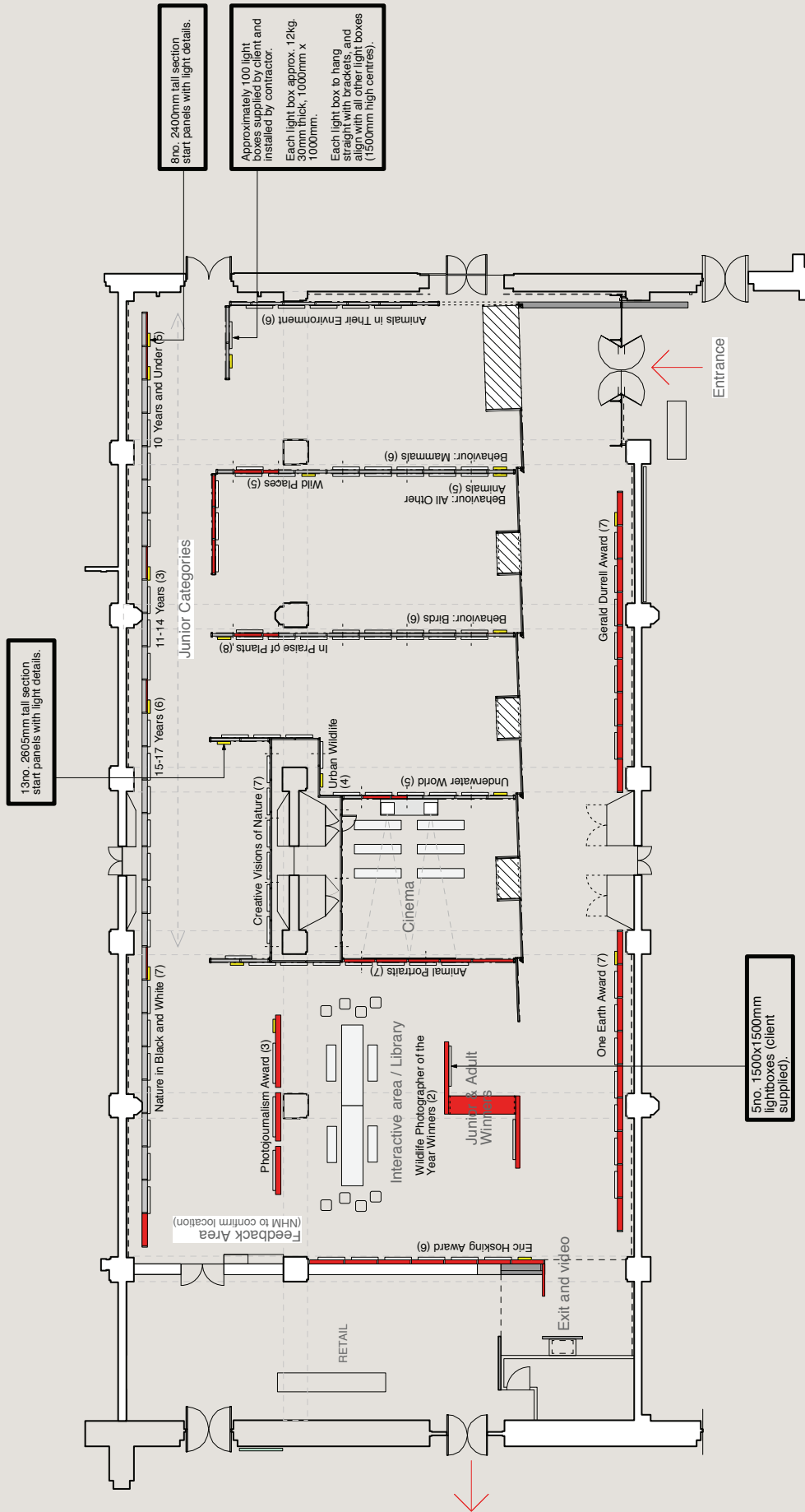
Further aims are to encourage individuals to:

- look at innovative and inspiring images
- read the story behind the images
- engage in conversation with family or companions on subjects including species, habitat and animal behaviour
- develop a deeper understanding of the natural world
- become more aware of the impact humans have on the natural world
- be inspired to go out and take their own wildlife images
- engage with a competition credited with raising the profile of wildlife photography and encouraging responsible photography



Gallery plan

Please note: as the size and shape of the display area may vary from venue to venue, it is not always possible to show the exhibition in its original form and layout.



Categories

The exhibition consists of 11 adult categories, three special awards and three children's categories, and the competition is open to amateur and professional photographers alike.

Category positions include winner, runner up, specially commended and highly commended, and the number of images awarded prizes in each category varies.

Each year an Overall Winner and Young Overall Winner are chosen and given the prestigious title of Veolia Environnement Wildlife Photographer of the Year.

Examples of categories

Animals in Their Environment

The images in this category convey a sense of place and show how the animal fits into its natural home. Photographers have been encouraged to remember that the environment is as important as the animal itself, allowing them to tell a story and reveal more about the subject.

Behaviour: All Other Animals

These images capture a memorable, unusual or interesting and genuine behaviour. Judges look for images with an aesthetic appeal, a unique interest value and dramatic action.

Underwater World

Images featured in Underwater World are of marine or freshwater life taken under water. A combination of interest value and aesthetic appeal is just as important under water as on land.

Animal Portraits

Portraits capture the unique character or spirit of the animal, and the images in this category are imaginative and convey a sense of intimacy.

In Praise of Plants and Fungi

In this category pictures capture the beauty and importance of plant life in its natural habitat. During the judging process, the panel of judges look for artistic merit and creativity rather than a simple scientific record.

Urban Wildlife

Photographs here depict wild plants or animals in an obviously urban or suburban environment. They portray subjects and capture images that are unusual, poignant, beautiful or striking in composition.

Nature in Black and White

Judges are looking for skilful use of the black-and-white medium, where pure graphic quality and a well-composed image can often increase the intensity of the photograph. The subjects include wild landscapes, animals, plants or other living organisms.

Creative Visions of Nature

Judges look for a well-defined thought process, originality and an attempt to convey a deeper understanding of nature and wildlife through a conceptual vision of the world. Images are surprising, artistic – perhaps even abstract or ambiguous – but nevertheless executed to exacting standards.

Wild Places

This is a category for landscape photographs with beautiful light, a true feeling of wildness and a sense of awe.

Special awards

Wildlife Photojournalist of the Year Award

This award is for a memorable story told in six images. The story works without the aid of words, and the judges select the winner on picture quality as well as the power of the story itself.

Eric Hosking Award

This award encourages and rewards the talents of young photographers between the ages of 18 and 26 and includes a portfolio of their six best images.

Gerald Durrell Award for Endangered Wildlife

This highly important award raises awareness of endangered species through photographic excellence. Species must be listed as critically endangered, endangered, vulnerable or near threatened at an international or national level.

One Earth Award

Photography plays a critical role in conservation, and this award highlights conservation issues or actions.

Young Wildlife Photographer of the Year

The children's section has three age categories: 10 Years and Under, 11 to 14 Years, and 15 to 17 Years. Pictures must show wild animals, plants or landscapes. The judges will be looking for original, beautiful or striking shots rather than rare or exotic subjects.

Specifications

We provide

- the images, either framed, backlit or unframed
- exhibition design toolkit, including brand guidelines (international venues only)
- text for captions and panels (international venues only)
- marketing toolkit
- CD of detailed support material
- soundtrack to accompany the exhibition
- DVD slide show of past winning images

Average installation/dismantling period

- framed exhibition two to three days
- light panel exhibition 10 days

Minimum hire period

- three months

Venue requirements

If you choose the framed exhibition, you will need to:

- provide a dedicated gallery space of around 300 square metres
- pay for inbound transportation of the exhibition
- pay for insuring the exhibition (public liability insurance)
- have skilled staff to install and dismantle the exhibition
- translate exhibition captions and panels (international venues only)
- produce the exhibition text within an approved style (international venues only)
- provide your own promotion and publicity for the exhibition

If you choose the light panel exhibition, you will need to:

- provide a dedicated gallery space of around 500 square metres
- build dedicated housing for the light boxes
- pay for inbound transportation of the exhibition
- pay for insuring the exhibition (public liability insurance)
- have skilled staff to install and dismantle the exhibition
- translate exhibition captions and panels (international venues only)
- produce the exhibition text within an approved style (international venues only)
- provide your own promotion and publicity for the exhibition



Press release

Veolia Environnement Wildlife Photographer of the Year

The world's most prestigious photographic showcase of wildlife photography is back with the latest winning entries from its annual international competition.

Veolia Environnement Wildlife Photographer of the Year is owned by the Natural History Museum and *BBC Wildlife Magazine*. It is the international leader in the artistic representation of the natural world.

Visually stunning and often thought-provoking, the images provide an insight into the beauty, drama and variety of nature. This year's exhibition also includes the results of an exciting new award – Wildlife Photojournalist of the Year – which celebrates six pictures that tell a memorable story.

Successful images are displayed in a stunning exhibition launched at the Natural History Museum that then tours the UK and overseas. Through an interactive installation, visitors to the Natural History Museum can find out what the judges, scientists and photographers think about particular images. In addition, visitors can select their favourite images and choose from a selection of prints to have in their own home.

Visitors can buy tickets at the Museum or online from 19 August. The latest details of UK regional and international tour venues will also be available on the competition website, www.nhm.ac.uk/wildphoto

Exhibition information for visitors:

Dates and times:

22 October 2010 – 11 March 2011, 10.00–17.50

Visitor enquiries: 020 7942 5000

Admission:

Adult, Gift Aid admission £9*

Concession, Gift Aid admission £4.50*

Family, Gift Aid admission £24*

(up to two adults and three children)

Free for Members, Patrons and children aged three and under

Nearest tube: South Kensington

Website: www.nhm.ac.uk/wildphoto

* If you are a UK taxpayer and pay the Gift Aid admission ticket price, the Natural History Museum can reclaim the tax on the whole ticket price you pay. For every £100 worth of tickets sold, we can claim an extra £28 from Government. This means you can further support the work of the Museum. The standard admission charges are adult £8, concession £4 and family £21. The right of entry is the same for visitors with or without the voluntary donation.

Notes to editors

- *BBC Wildlife Magazine* helps its readers to get closer to nature and to understand, experience and enjoy wildlife – both close to home and abroad – through spectacular photography and fascinating features. Find out more at www.bbcwildlifemagazine.com
- The 2010 competition is sponsored by Veolia Environnement, a world leader in environmental services. With more than 300,000 employees in its global operations, it provides tailored solutions to meet the needs of municipal, commercial and industrial customers to reduce their environmental impact in water, waste and energy management as well as freight and passenger transport. Please note, Veolia Environnement is the official company name with a French spelling. www.veolia.co.uk
- For further details about the competition, categories and rules please visit www.nhm.ac.uk/wildphoto
- Biodiversity is life. Veolia Environnement Wildlife Photographer of the Year is part of the worldwide celebrations of 2010 as the International Year of Biodiversity. The diversity of life on Earth is crucial for human well-being and now is the time to act to preserve it. For information on events, initiatives and exhibitions across the UK, please visit www.biodiversityislife.net

Media contacts

For more information, high-resolution images or to arrange interviews, please contact:

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Visitor evaluation summary March 2011

The Veolia Environnement Wildlife Photographer of the Year is an annual touring exhibition. It begins each year at the Natural History Museum before embarking on its worldwide tour.

A survey was conducted at the Natural History Museum over a four-day period and aimed to collect both qualitative and quantitative information from visitors.

- between October 2010 and March 2011 the exhibition attracted over 126,000 paying visitors
- 96% of the visitors surveyed rated the exhibition as very good
- 88% of the visitors surveyed specifically came to the Museum to see the exhibition
- 91% of visitors felt the exhibition was good value for money
- people were motivated to visit the exhibition because they had an interest in photography and an interest in the environment

Visitors were asked what they liked most about the exhibition, and the feedback showed that 62% of respondents mentioned the photography itself as their favourite aspect of this exhibition. Other highlights mentioned were the design, the atmosphere and the clear text.

Age group and gender

The majority of visitors were between the ages of 25 and 34, and 45 and 69. Overall, 56% of visitors surveyed were female.

Merchandise and publications



Notebook



2011 desk calendar



54-piece mini jigsaw puzzle



Key ring



Rubik's cube



Travel card wallet



Wildlife Photographer of the Year Portfolio

Presenting the year's very best wildlife images, the *Wildlife Photographer of the Year Portfolio* is an annual collection of unforgettable pictures by some of the world's top wildlife photographers. Published in October of each year, the portfolio features all the winning and commended photographs from the Wildlife Photographer of the Year Competition – the most prestigious of its kind in the world. There are extraordinary action shots, memorable underwater images, dramatic landscapes and unforgettable environmental reportage. Together, they celebrate the beauty, wonder and importance of the natural world.

ISBN: 978 0 565 09298 6

Format: Hardback

Price: £25.00

Available from October each year

Size: 254 x 250mm / 10¼ x 10in

Extent: 160pp

The Natural History Museum offers a wide range of Wildlife Photographer of the Year products. Please contact us for further details.