



Spanish student beats photographers worldwide in 2015 Sony World Photography Awards Student Focus

- Competing for grand prize of €35,000 of Sony digital imaging equipment
- Winner revealed on 23 April
- Student and tutor will be flown to London to see exhibition of winning work
- Shortlisted images to be shown at Somerset House, London 24 April – 10 May
- Images available for publication at press.worldphoto.org



"Consummunication" (c) Angela Silva Cerna, Institut d'estudis Fotogràfics de Catalunya, Spain, Shortlist, Student Focus, 2015 Sony World Photography Awards

3 March: Institut d'estudis Fotogràfics de Catalunya student Angela Silva Cerna is today announced as one of the shortlisted photographers for the 2015 Sony World Photography Awards Student Focus programme.

The awards are the world's largest photography competition, and the student programme has proved to be a launchpad into the industry for many emerging photographers and a stage on which its young photographers are given global recognition.

The ten shortlisted students, who span from Argentina to Australia, were selected from entries from 230 educational institutions worldwide. They were chosen by an expert panel of judges from the World Photographic Academy and will now compete for the Student Focus Photographers of the Year title and €35,000 worth of Sony photography equipment.

Angela, aged 23 from Barcelona, secured her place on the shortlist with an image titled "Consummunication" The image was shot in response to a brief asking for a single image symbolizing contemporary consumer culture.

Talking about the shortlisted photograph, Silva comments: “Consummunication looks at how technology affect communication between people. People are communication more than ever, however mobile devices have replaced face to face communication with the people around us.”

She continues: “The simple fact of representing the Institute is already a great achievement, but become one of the ten shortlisted students is an honour and I’m extremely proud. I think it is a great opportunity, a recognition and a valuation of my work, and for me personally this will be a great beginning.”

Cerna’s main field of interest is documentary photography, and she will continue to explore different sides of our society through her work.

As a shortlisted photographer Silva, has won a full frame camera from Sony – the α7 with the 28-70mm kit lens – which she must now use to fulfil the second brief of the competition: shoot a series of images under the title “The edges of our cities”. Judges are looking for between 6 and 10 images that capture the unseen and undocumented outskirts of our cities. From this work, the judges will select one winning series will be chosen by the judges from this work.

As the other part of their prize, all ten shortlisted students, including Angela, will be flown to London with their tutor to attend the 2015 Sony World Photography Awards gala ceremony in London on 23 April.

At the ceremony the winner of the 2015 Student Focus Photographer of the Year title will be revealed and the winner will receive the grand prize of €35,000 worth of Sony photographic equipment for their university.

In addition, each of the shortlisted photographers will see their “The edges of our cities” series shown as part of the 2015 Sony World Photography Awards Exhibition at Somerset House, London from 24 April -10 May and have their work published in the 2015 edition of the annual Sony World Photography Awards book.

For more information about the Student Focus programme go to <http://www.worldphoto.org/student-focus/>

Images are available to download at press.worldphoto.org

If you require press membership please register at press.worldphoto.org/register

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NOTES TO EDITORS:

- The shortlist were chosen by a panel of photography experts including: Tom Hind, UK, Senior Director, Content Development, Getty Image; Jacqueline Hassink, Netherlands, Photographer, and Krishna Sheth, UK, Photography Editor

- Judges were required to select one shortlisted student per continent (six in total) plus a further four student's work from anywhere in the world. Students who entered the competition were judged on a single image
- The shortlisted photographers are:
 - Argentina - Lucia Moron, Al Aire
 - Australia - James Farley, Charles Sturt University
 - France - Yannick Délen, Ecole Nationale Supérieure de la Photographie
 - Hong Kong - Ngai Man Yan Katherine, PolyU Hong Kong Community College
 - Russia - Nadezhda Aleksandrova, St Petersburg State University of Culture & Arts
 - Russia - Svetlana Blagodareva, St.Petersburg State Polytechnic University
 - South Africa – Jannah Ruthven, Stellenbosch Academy of Design and Photography
 - Spain - Angela Silva Cerna, Institut D'Estudis Fotografics de Catalunya (IEFC)
 - United Kingdom - Tom Parker, Southampton Solent
 - United States - Iris Xing, School of Visual Arts
- **About World Photography Organisation (WPO)**
 WPO is a home where photography is celebrated and the art of the photographer is recognised. Working with professional , enthusiast and student photographers alike, the World Photography Organisation provides a global network across the photographic industry to not only to raise the level of conversation around the subject, but to increase awareness and appreciation of this artform. WPO hosts a year-round portfolio of industry and public events including: **Sony World Photography Awards**, the world's largest photography competition and accompanying global exhibition; the **World Photography Student Focus Programme**, inspiring and working with the next generation of photographers, and **Photo Shanghai**, Asia Pacific's premier art fair dedicated to photography. In addition, WPO has a thriving online presence via its website, Twitter, Facebook and Instagram and addresses the industry's latest issues in its monthly online publication, **The Magazine**. For more information please visit www.worldphoto.org
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