



EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

INTRODUCING THE LÜRZER'S ARCHIVE / EPICA ADVERTISING PHOTOGRAPHY AWARD

The Epica Awards teams up with iconic creative resource Lürzer's Archive to celebrate the art of photography

Paris, September 7th, 2015 – The Epica Awards has revamped its photography category by joining forces with Lürzer's Archive, the creative resource for advertising professionals worldwide.

Although Lürzer's publisher and editor-in-chief Michael Weinzettl has long been a member of Epica's jury of journalists, this new partnership will take advantage of his infallible eye for great photography, as well as raising the prestige of the Photography category within the Epica Awards.

Weinzettl will present the Gold award winner with his or her prize during the Epica Awards ceremony in Berlin on November 19. In addition, the winning work will be featured on the Lürzer's Archive website and magazine. The category is open to all advertising-related photography. Agencies and photographers are encouraged to submit work.

Independent photographers will not have to pay the €200 entry fee, and will pay only €100 per image (as opposed to the regular agency fee of €290 per element).

Weinzettl commented: "The Photography category of the Epica Awards has always been a special favorite of mine, ever since my beginnings in the Epica jury some 20 years ago. The work submitted for this category had, over the years, become somewhat of a mixed bag. Lürzer's Archive will try to make sure that the work to be judged will be worthy of this category. I very much look forward to this co-operation between Epica and us."

Epica Awards editorial director Mark Tungate added: "Advertising Photography has always been one of the most popular categories with our jury, but we wanted to increase its profile within the competition and underline the fact that we think of it as a unique art form."

The Gold, Silver and Bronze Lürzer's Archive/Epica Photography Award winners – along with high-scoring entries – will also be featured in the annual Epica Book.

Founded in 1984 by ad agency owner and copywriter Walter Lürzer, the Archive has 150,000 readers worldwide. It also embraces a full range of inspirational tools, including the Lürzer's Archive 200 Best Specials, a website and apps for a number of devices, including iPhone and iPad.

Founded in 1987, Epica is the only global creative awards judged by journalists from the marketing and advertising press. It has a jury of 54 magazines in 44 countries.

For more information contact:

Mark Tungate, Epica Awards, Editorial Director: mark@epica-awards.com

Michael Weinzettl, Lürzer's Archive, Publisher and Editor-in-Chief: mw@luerzersarchive.com

EPICA - 112 bis rue Cardinet - 75017 Paris – France

Tel: + 33 (0) 1 42 04 04 32 - contact@epica-awards.com - www.epica-awards.com

EPICA is a division of MAYDREAM S.A. (capital of € 817, 131) - 411 475 114 RCS Nanterre – VAT number: FR56 411 475 114