



# EPICA AWARDS

A DIFFERENT ANGLE ON CREATIVITY

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## **The Second Lürzer's Archive/Epica Advertising Photography Award**

Paris – September 16, 2016

The Epica Awards have once again joined forces with Lürzer's Archive, the creative resource for advertising professionals, for our joint photography prize: The Lürzer's Archive/Epica Advertising Photography Award.

The winning work will be featured in the Lürzer's Archive magazine and on the Lürzer's Archive website. Not to mention in the annual Epica Book.

Lürzer's Archive publisher and editor-in-chief Michael Weinzettl will present the Gold award during the Epica ceremony in Amsterdam on November 17.

The category is open to all advertising-related photography. See details of how to enter at [www.epica-awards.com](http://www.epica-awards.com).

Agencies and photographers can submit work. Photographers who enter independently will not have to pay the €200 entry fee, and will pay only €100 per image (as opposed to the regular fee of €320 per element).

Epica Awards editorial director Mark Tungate commented: "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."

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.

See the 2015 winner at:

<http://winners.epica-awards.com/2015/winner/43-03384-PH/jorgen-reimer-ab/la-grenouille>

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