



FOR IMMEDIATE RELEASE

1854 acclaimed Media's Female in Focus award returns for its second edition

From 1854 Media, Female in Focus is an award for women photographers. Having launched to acclaim in 2019 – with the finale exhibition in Brooklyn, New York, still on show due to popular demand – the award aims to highlight and give platform to the exceptional work of women photographers around the world.

80% of photography graduates are women – yet women make up only 15% of professional photographers. Over 75% of commercial photographers represented by the industry's leading agents are men. Women photographers are earning, on average, 40% less than their male counterparts.* Female in Focus was conceived to address such drastic gender inequalities in the industry.

Open to women-identifying photographers of any level, Female in Focus seeks to discover, promote and reward new and diverse generations of talent. At the same time, 1854 Media will harness its global reach to help create the conditions for wider change, fighting for a fairer and more representative industry. Because when people aren't telling their own stories, we're not getting the whole picture.

The award is split into two categories. In the 'Stories Category', photographers can enter up to two bodies of work (up to 10 images each). The two winners from this category will be exhibited for a month at a New York gallery, and will be flown to New York for the exhibition opening.

Photographers can also apply to the 'Single Image Category', which will see 20 winning images exhibited alongside the two winning bodies of work.

Deadline for applications: 10 March 2020 - 23:59 (UK Time)



© Valérie Six, Female in Focus 2019 Single Image Category Winne

Prizes

Single Image Category

- 20 winning images will be exhibited as part of the group show at a New York gallery
- Receive international press coverage
- Be featured on BJP-Online
- Have your work judged by industry leaders

Stories Category

- Two winning series will be exhibited as part of the group show at a New York gallery
- The two winners from this category will be flown to New York for the opening of the exhibition, with return flights and two nights of accommodation included
- Receive international press coverage
- Be featured on BJP-Online
- Have your work judged by industry leaders

For more information visit: www.femaleinfocus.com

Download Press Pack: [Dropbox](#)



© © Sarah Blais, Female in Focus 2019 Single Image Category Winner

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Key Dates

- Calls Open: 13 January 2020
- Calls Close: 10 March 2020
- Winner and Shortlist Announcement: Summer 2020



© Efrat Sela, Female in Focus 2019 Single Image Category Winner

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Notes to Editors

About 1854 Media & British Journal of Photography:

1854 Media is an award-winning digital media organisation with a global audience of photographers, arts lovers and industry experts.

At 1854's core is *British Journal of Photography*, the world's longest running photography title, which has been showcasing pioneers of the art form since 1854. It manifests in a monthly publication that takes an international perspective on contemporary photography, focusing on fine art and documentary, and the cutting edge of editorial and commercial practices. It has also created internationally renowned photography

awards – including [OpenWalls](#), [Portrait of Britain™](#), [Female in Focus](#), [BJP International Photography Award](#), and [Portrait of Humanity™](#) all of which aim to discover and promote new talent.

Our visual content agency, Studio 1854, helps brands use the power of photography and video to cultivate and engage larger audiences, by leveraging our relationships with the world's top photographic influencers and our understanding of the visual content that engages them.

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