

# SONY

**For Immediate Release**

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## **The Sony Alpha Awards return for 2021**



*Grand Prize Winner of the 2020 Sony Alpha Awards, 'Backwash', taken by Oscar Hetherington*

**SYDNEY, 3 March 2021** - The 2021 Sony Alpha Awards are open for a sixth year, showcasing the stunning photography captured on Sony cameras and lenses. The Alpha Awards aim to reinvigorate and reconnect photographers across the region, reward professionals and enthusiasts alike, and provide a platform for the greatest photography work captured on Sony Alpha cameras and lenses, across Australia and New Zealand.

Categories continue to represent the diverse range and passions of all Sony photographers, allowing entrants to submit their work across twelve categories, including; **Astrophotography, City/Street, Compact Camera, Creative, Editorial, Landscape, Nature, Portrait, Seascape, Sports, Wedding, and Youth.**

Over \$37,000 worth of Sony camera gear will be available to win at the 2021 Alpha Awards – including \$2,000 of Sony digital imaging gear per category, and each of the category winners being in with the chance to win the overall Grand Prize of Sony digital imaging gear to the value of \$10,000.

The grand prize winner will be selected from among the total pool of finalists by [Scott Gray](#) of the [World Photography Organisation](#).

**Jun Yoon, Head of Digital Imaging, Sony Australia and New Zealand comments:** *“We are thrilled to bring back the Sony Alpha Awards for 2021. Last year we received over 3,000 entries, and we can’t wait to see what the Alpha community creates in 2021. Over the past year we have also continued to expand Sony’s range of Alpha cameras and lenses, most recently launching the Alpha 1, opening up even more creative possibilities for our photography community.”*

In addition to the main competition, the standalone Youth competition will run for a fourth time this year, with the theme “Start”. This competition aims to inspire Australian students aged 11 to 18 to showcase their photography skills. To enter, applicants can submit photos captured on any device, whether that’s a camera, tablet or smartphone, then upload to Instagram using the hashtag #AlphaAwardsYouth21.

Entrants have a chance win out of a prize pool valued at over \$3,500, which includes a range of Sony Alpha camera gear. For further details on the Youth competition, please visit the [Youth Competition page](#).

All applicants for the Open categories can submit up to five photos through the [Alpha Awards competition page](#). Eligible images must be taken with Sony Alpha cameras (body and lens), or a Sony fixed-lens Compact Camera (Compact Camera category only). Submissions will close on **31 May, 2021**.

**-END-**

#### **NOTES TO EDITOR:**

All entries to the Sony Alpha Awards are free via the [Alpha Awards competition page](#) (for the Open categories).

Please visit the website for rules and conditions of entry.

Key dates:

- 3 March 2021 (12:00PM AEDT) - entries for the Alpha Awards open
- 31 May 2021 (11:59PM AEST) - entries for the Alpha Awards close
- 1 June 2021 - judging commences
- 16 June 2021 - finalists contacted
- 22 July 2021 - winners announced

#### 2021 Sony Alpha Awards - Prize and Category Summary

Prizes:

- Grand Prize: Sony digital imaging gear to the value of \$10,000
- Category Prize Winners: Sony digital imaging gear to the value of \$2,000 for each category winner
- Youth Finalist Prize: Includes Sony camera and lens kit the value of \$1,699
- Youth Category Prize: Choose from a range of Sony digital imaging gear to the value of \$2,000

Categories:

#### *Astrophotography*

A photograph that prominently features the night sky. Judges in this category are looking for images that demonstrate exceptional mastery of this field’s significant technical constraints, alongside the aesthetic considerations of the Landscape category.

Composite images that do not alter the explicit content of the image are allowed (i.e., exposure blending, colour compositing, dark frame subtraction).

Pure starfield images may be submitted, but judging will be based on aesthetic and pictorial criteria;

astronomy work that lacks aesthetic impact may not be highly awarded, in spite of technical excellence.

### *City / Street*

This category covers any image that documents life in an urban centre. Both people and places will be considered. Judges in this category are looking for images that give insight into urban life or reveal unexpected or extraordinary aesthetics.

### *Compact Camera*

A category to celebrate photos captured on Sony fixed-lens cameras. The Compact Camera category has a theme of "Distance" in 2021, for entrants to interpret as they wish, across all genres. Judges in this category are looking for technical excellence, as well as imaginative interpretations of the theme.

### *Creative*

A category which rewards originality, experimentation and imagination, *Creative* is for photo-composite images. Any number of photos can be used and edited together to form an image of a subject, object, environment, idea, or concept. All elements used in the composite must be captured by the submitting photographer, and should the submission reach the final round of judging, entrants will be required to submit the original layered file and/or contributing images. Judges in this category are looking for a clear concept, executed with sensitivity to the subject matter and a high level of technical competence.

### *Editorial*

Submitted images should be drawn from a body of work, commissioned or otherwise. Subject matter can range from commercial work to photo reportage documenting current affairs, newsworthy events, etc. For an image which reaches the final stage of judging, the photographer will be required to submit the full body of work for context. Judges in this category are looking for clear storytelling, executed both within the individual image and, for finalists, sustained throughout the series.

### *Landscape*

A photo of a place and/or thing, typically the natural world. Judges in this category are looking for unique and powerful framings, or new takes on familiar scenes. Technical photographic excellence is needed, but final decisions in this category are made on the basis of a photographer's use of colour, composition and sensitive post-production to complement the scene presented.

Photo compositing in this category for technical purposes will not be penalised, but composites from significantly different times/places are grounds for disqualification. Photographs that qualify for consideration in *Astrophotography* or *Seascape* are unlikely to receive an award in this category.

### *Nature*

A photo of the natural living world. Animals, plants, fungi - if it's alive, it counts. Judges in this category are looking for images that reveal something new or unexpected from the natural world around us. As a hotly contested category, technical considerations are often a factor in deciding the top contenders for *Nature*.

Domesticated animals and animals in clearly artificial settings or captivity are unlikely to be awarded.

### *Portrait*

A photo of a person who is aware of the photographer and participating in the creation of the photo. Judging in this category will reward photos that reveal more than just the surface of the subject. Candid photography is not considered in this category.

### *Seascape*

A landscape photograph that prominently features the sea. Judges in this category are looking for unique and powerful framings, or new takes on familiar scenes. Technical photographic excellence is needed, but final decisions in this category are made on the basis of a photographer's use of colour, composition and sensitive post-production to complement the scene presented.

### *Sports*

A photo of a sport being played or related to the culture of a sport. Judges in this category are looking for images that reveal a deep understanding of the sport being documented, and which capture either peak action, or something quintessential to the sport.

### *Wedding*

Photography documenting a wedding. Judges in this category are looking for intelligent and intuitive photography that demonstrates the photographer's ability to read the environment of a wedding and zero in on powerful moments, while upholding aesthetic considerations. Alternatively, pre-wedding work that goes beneath the surface and speaks to the couple being photographed.

Documentary work related to a wedding will also be considered.

### *Youth*

A category open to students between the ages of 11 and 18 years. Photos entered should be inspired by the theme "Start". For more information visit [www.sony.com.au/alphaawardsyouth](http://www.sony.com.au/alphaawardsyouth) to learn more.

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**About Sony mirrorless range:** Sony is the leader in mirrorless technology with 9 full-frame bodies; 4 APSC bodies; 40 full-frame lenses; and 20 APSC lenses in market in Australia. The Alpha mirrorless system gives you an unmatched range of creative options.

**About Sony Corporation:** Sony Corporation is a creative entertainment company with a solid foundation of technology. From game and network services to music, pictures, electronics, image sensors and financial services - Sony's purpose is to fill the world with emotion through the power of creativity and technology. For more information, visit: <http://www.sony.net/>.

**About Sony Australia:** Sony Australia Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, α digital interchangeable lens cameras and Cyber-shot digital cameras, Walkman MP3 players, headphones and other audio products, and professional broadcast equipment. For more information on Sony Australia, visit [www.sony.com.au](http://www.sony.com.au).

**Product Information:** For further Sony product information or stockist details, readers can contact Sony Australia on 1300 720 071 or visit [www.sony.com.au](http://www.sony.com.au). For all trade and commercial enquiries, readers can contact the Directed Electronics Australia Team on 03 8331 4800 or email [sony.sales@directed.com.au](mailto:sony.sales@directed.com.au).

**Images:** Product images can be downloaded from the Sony Australia Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at [sony@adhesivepr.com.au](mailto:sony@adhesivepr.com.au).

**Social Media:** Stay up-to-date with Sony Australia competitions, events, product reviews and videos via Facebook - [www.facebook.com/sonyaustralia](http://www.facebook.com/sonyaustralia), Instagram [www.instagram.com/sonyaustralia](http://www.instagram.com/sonyaustralia) and YouTube [www.youtube.com/sonyaustralia](http://www.youtube.com/sonyaustralia).

### **About World Photography Organisation**

The World Photography Organisation is a global platform for photography initiatives. Working across up to 180 countries, our aim is to raise the level of conversation around photography by celebrating the best imagery and photographers on the planet. We pride ourselves on building lasting relationships with both individual photographers as well as our industry-leading partners around the world. The World Photography Organisation hosts a year-round portfolio of events including the Sony World Photography Awards, one of the world's leading photography competitions, and PHOTOFAIRS, leading international art fairs dedicated to photography. For more details see [worldphoto.org](http://worldphoto.org). Follow the World Photography Organisation on Instagram (@worldphotoorg), Twitter (@WorldPhotoOrg) and LinkedIn/Facebook (World Photography Organisation). Our hashtags to follow are #sonyworldphotographyawards #swpa.