**PRESS RELEASE**

**GROWTH**

**Prix Pictet**

Christian Als

Edward Burtynsky

Stéphane Couturier

Mitch Epstein

Chris Jordan

Yeondoo Jung

Vera Lutter

Nyaba Leon Ouedraogo

Taryn Simon

Thomas Struth

Guy Tillim

Michael Wolf

**Opening Thursday 9th June 2011**

from **5.00** pm to **8.00** pm

**On show from 10th June to 31st July 2011**

Tuesday, Friday, Saturday, Sunday, 10.30 am – 7.30 pm

Wednesday, Thursday 10.30 am – 9.00 pm

Monday, 3.30 pm – 7.30 pm



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**THE PRIX PICTET**

The Prix Pictet is the world’s first major prize dedicated to photography and sustainability. The prize was founded in 2008 by the Geneva based private bank, Pictet & Cie and developed with the [Financial Times](http://en.wikipedia.org/wiki/Financial_Times). It has a unique mandate – to use the power of photography to communicate vital messages to a global audience. This is art of the highest order, applied to confront the pressing environmental and social challenges of the new millennium.

For the third Prix Pictet, the theme of the award is *Growth*. At once a blessing and a curse, growth, in all its forms presents one of the great conundrums facing humanity in the twenty-first century, from the dizzying expansion of our cities with their ever increasing consumption of natural resources to the relentless growth of population and the need to feed ourselves.

As Kofi Annan, the Prix Pictet’s Honorary President, writes in his foreword to this year’s catalogue for *Growth*, “The world has changed dramatically in the past several decades. And it will change more, faster and faster. This presents us with an enormous challenge: how can we sustain life on earth with current rates of production, consumption, depletion of natural resources and population growth?”

The third Prix Pictet was awarded to Mitch Epstein by Kofi Annan, at the same time the Prix Pictet Commission was awarded to Chris Jordan. The Prix Pictet Commission is an annual invitation for a photographer, chosen from the Prix Pictet shortlist, to produce a portfolio of images whilst visiting a region where Pictet & Cie is supporting a sustainability initiative related to the theme of the award.

Growth, a book based on the theme of this year’s Prix Pictet, is published and distributed worldwide by teNeues. Growth catalogues the work of both the shortlisted photographers and powerful images produced by a number of other nominees.

**Shortlist**

Christian Als Denmark

Edward Burtynsky Canada

Stephane Couturier France

Mitch Epstein USA

Prix Pictet “Growth” Winner

Chris Jordan USA

Prix Pictet Commission Artist

Yeondoo Jung Korea

Vera Lutter Germany

Nyaba Leon Ouedaogo France

Taryn Simon USA

Thomas Struth Germany

Guy Tillim South Africa

Michael Wolf Germany