



Press Release

17 October 2011

Unearthing and Nurturing Young Photographic Talents – The 4th CDL Singapore Young Photographer Award offers Greater Scope & More Attractive Prizes

The 4th City Developments Limited (CDL) Singapore Young Photographer Award (SYPA) 2012 launched today with new categories and exciting themes. This biennial award has evolved to cast a larger net to capture more young and budding photographic talents!

One of the new categories added is the Young Nature Photographer Award. This is organised in conjunction with the National Parks Board's "City in a Garden" Photography Competition. Participants in this category are required to submit six images covering all of the following themes: Our Parks and Gardens; Trees and Forests; BiodiverCity; and My City in a Garden. This category was created to foster a greater appreciation of our rich biodiversity and the notion of Singapore being a "City in a Garden".

The other new category is the "Themed Body of Work" Award. Participants in this category are required to submit six images based on a theme of their choice substantiated with a story behind the submission. This allows participants to take their creativity to new heights.

The criteria for the CDL SYPA remain the same as in previous years. As for the Young Architectural Photographer Award, participants are now required to submit six images that feature any of CDL's properties (residential, office, shopping mall or industrial).

The competition is open to young shutterbugs from 13 to 25 years of age, with participants split into the Youth (19-25) and Junior (13-18) categories respectively. Besides a greater scope, there is also an added incentive to join in the fun as the cash prizes have increased from S\$17,000 (SYPA 2010) to S\$27,000 for SYPA 2012!

Inaugurated in 2006, SYPA aims to nurture budding photographic talents and elevate the profile of photography art amongst the youths. In recent years, photography has emerged as a popular art form that offers infinite possibilities for creativity and self-expression. The 3rd SYPA held in 2010 received 1,100 entries – an increase of 30% from 2008.

Through SYPA, a platform is established for youths to step on for higher aspirations. SYPA has acted as a springboard to propel young photographers forward. For example, the merit winner of 2006 earned the opportunity to represent Singapore in the ASEAN Young Photographers Award. The same will be accorded to 2012 winners. Additionally, two of SYPA's past winners were invited to join the photography team for a publication by the Preservation Monuments Board.

SYPA is presented by CDL as part of the Company's corporate social responsibility commitment to support youth development and promote the arts. The Company hopes that youths will apply their experiences garnered through SYPA to contribute to the arts scene locally, adding vibrancy as well as its youthful energy. In addition, it hopes to engage youths to appreciate architecture and buildings, so that they can discover and allow these 'voices behind walls' to be captured through photography.

The deadline for all submissions is on 22 April 2012. A Prize Presentation & Exhibition will be held in July at the National Museum of Singapore. All winners will have the opportunity for their masterpieces to be exhibited at the museum for the public to view. Additional information is available at: www.SYPA.org.sg.

SYPA 2012 is supported by the following organisations: 2902 Gallery, AVS Printing Pte Ltd, Ministry of Education, National Museum of Singapore, and Pico Art International Pte Ltd.

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FACT SHEET



About Singapore Young Photographer Award (SYPA)

Initiated by Mr Kwek Leng Joo, Managing Director of City Developments Limited (CDL), SYPA is an extension of the photo tribute *To Singapore with Love* that celebrated Singapore's 40th birthday in 2005. SYPA was first launched in 2006 as a nationwide photography competition with the support of the local photographic community, Singapore Arts Museum, and the National Youth Achievement Award. Its target audience are youths between 13 and 25 years of age. This biennial Award is now into its fourth year.

OBJECTIVES

The main objectives of the Award are to:

- Recognise young photography talents and nurture their passion for the art form.
- Promote photography as a healthy hobby amongst the young.
- Enrich Singapore's art scene with fresh, young, creative talents.

SYPA also reinforces CDL's long-standing commitment in supporting the development of arts and youth in Singapore.

HISTORY AND DEVELOPMENT

The first, second, and third SYPA held in 2006, 2008 and 2010 respectively yielded many memorable pieces of photography, as well as revealed numerous young talents.

The structure of SYPA has changed this year with the addition of two new categories. In previous years, there were only two categories: the Singapore Young Photographer Award and the Young Architectural Award. For SYPA 2012, there are two new categories added: the Young Nature Photographer Award and the Themed Body of Work Award. The Young Nature Photographer Award is organised in conjunction with the National Parks Board's "City in a Garden" Photography Competition.

Interest in SYPA has been steadily increasing with the number of entries received each year: 500 (2006); 850 (2008); 1,100 (2010).

Apart from attractive prizes totaling S\$27,000 cash, winners will be invited to photography enrichment courses and activities with mentorship by experienced photographers.

ELIGIBILITY

The **CDL Singapore Young Photographer Award** comprises two categories:

(a) Youth Category

Open to Singapore citizens and Permanent Residents residing in Singapore who are between 19 and 25 years old (as at 22 April 2012).

(b) Junior Category

Open to Singapore citizens and Permanent Residents residing in Singapore who are born between 13 and 18 years old (as at 22 April 2012).

The **Young Architectural Photographer Award**, **Young Nature Photographer Award** and "**Themed Body of Work**" **Award** are open to Singapore citizens and Permanent Residents residing in Singapore who are between 13 and 25 years old (as at 22 April 2010).

PRIZES

	Youth Category	Junior Category
CDL Singapore Young Photographer Award Overall Winner Merit Winner (2 Prizes per Category)	S\$5,000 S\$1,000	S\$3,000 S\$1,000
Young Architectural Photographer Award Top Winner Merit Winner (2 Prizes)	S\$3,000 S\$1,000	
Young Nature Photographer Award Top Winner Merit Winner (2 Prizes)	S\$3,000 S\$1,000	
“Themed Body of Work” Award Top Winner Merit Winner (2 Prizes)	S\$3,000 S\$1,000	

SUPPORTING ORGANISATIONS:

- 2902 Gallery
- AVS Printing Pte Ltd
- Ministry of Education
- National Museum of Singapore
- Pico Art International Pte Ltd