



IMS Photo Contest for Laureus Sport for Good Foundation

At the seventh edition, IMS Photo Contest sees thousands of photos every year and as many competitors from all over the world. And this year, some participating photos will help disabled children and teenagers to approach winter sports.



In fact, the full amount for the registration of pictures in the **Team Spirit** category of the photo contest (registration fee required for the contest management) will be devoted to the *Laureus Schneetiger* project, which allows access to winter sports for disadvantaged or disabled children and young people. For the second consecutive year IMS Photo Contest supports a project of the Laureus Sport for Good Foundation.

Eventus, the volunteers' association organizing the International Mountain Summit and the IMS Photo Contest knows very well the importance of having a strong team at one's side. And it is precisely for this reason that Markus Gaiser, president of Eventus and Alex Ploner, vice president decided to insert this year the category Team Spirit. Here we look for images that express the extraordinary importance of an unforgettable experience in the team. Whether on the mountain as a rope team, in sports as a team, in the company as an employee or in the leisure time as a circle of friends, the special team moment should be held. On Tuesday, October 10, **IMS Charity Night** is scheduled for the International Mountain Summit, a charity event where Markus Gaiser and Alex Ploner, the two men behind the festival, will deliver the raised funds to Laureus.

The other 5 sections of the competition are:

Mountain Nature, presented by *Picanova*, the world's largest manufacturer of personalised wall decorations, and one of the fastest growing mass customisation companies in e-commerce, collects all the photos capturing landscapes in which the mountain and its many facets are the real protagonists.

Mountain Action, presented by IMS Photo Contest's historic partner, *KIKU*, a specialist in stocking and selling apples to reiterate that healthy nutrition is the basis for maintaining good health, is about shots that portray people involved in Mountain activities. From walking to climbing; from mountain biking to skiing along steep slopes; near the top with paragliders and hang gliders, while slack liners find the perfect anchor point.

Alperia, "energizing South Tyrol", energy supplier from renewable sources naturally supports the **Mountain Water** category. Rain, snow covered landscapes or impressive waterfalls; there are endless forms of water in the mountains. Submitted photos may highlight the beauty - or the beast - of the fascinating pair mountain/ water but also how it is used by mankind, from water reservoirs to energy production.

Thanks to our smartphones that we always take along, we can share everything with everyone. The new **Mountain Mobile** category is not about exposure time or image sharpness, what counts here is your special unique creative mountain moment. This section is sponsored directly by the founder of the IMS Photo Contest, the International Mountain Summit.

Photographs that tell stories of mountain lovers of all kinds and show faces that are characterized by life with the mountain and the daily influences can be found in the **Mountain Faces** category.

The winner of each category plus the overall winner will be invited to the award ceremony during the International Mountain Summit. Eventus and its partners will cover the costs for two nights in a hotel in Brixen for two people (travel expenses up to max. € 500 for each winner). Cash prize for the 6 categories: € 2,000 per category. In addition, all photos submitted in one of the categories automatically take part in the IMS "Mountain Photo of the Year" title contest with a € 3,000 cash prize.

The international jury of nine experts will evaluate photos professionally and choose the best. The members of this year's Jury include **Ray Demski**, international photographer with focus on action and adventure photography, who has worked for Audi, BMW, Adidas, Red Bull, National Geographic and many more magazines and companies; **Ulla Lohmann**, a German photojournalist and documentary filmmaker with a BSc degree in Natural Resource Management who works freelance for clients like e.g. National Geographic, GEO, Stern View, the BBC, The New York Times; **Georg Tappeiner**, a longtime jury member and friend of the

contest, an experienced landscape photographer who has collaborated with several magazines such as Geo Saison and National Geographic; **Erwin Brunner**, former chief editor of National Geographic Germany, mountain lover and now also alpine guide; **Stefano Fantoni**, a digital photography expert who has experience in Getty Images and founder of Picwant; **Robert Bösch**, photographer, mountain guide with a master's degree in geography at the University of Zurich, has been working for over 30 years as a freelance photographer specializing in outdoor photography, action and landscape photography; **Manuel Ferrigato**, photographer from Brixen who studied industrial design in Milan, first devoted himself to the photography of architectures and interior and then expanded his horizons; **Neve Mazzoleni**, graduated in Modern Letters - History and Criticism of the Arts, holds a Master in Management of Art and Culture from the Trentino School of Management and a Master in Social Innovation, Social Business & Project Innovation (MES) of ASVI Social change; **Andreas Mierswa**, photographer and filmmaker who works internationally with customers such as Swarovski, Heineken, Chronoswiss, Schwarzkopf, BMW, Falke, Loewe, Canon and others; **Susanna Scafuri**, she has always dealt with landscapes and artistic heritage. Since 2003 he has been the photo editor of Bell'Italia and since 2014 also of the monthly magazines Bell'Europa and In Viaggio.

Deadline for submissions: 31st August 2017. The Award Ceremony takes place on Saturday, 14th October 2017 at the **IMS Photo Night** at the International Mountain Summit (IMS) in Brixen/Bressanone, South Tyrol, evening that will end with the multimedia presentation of American rock climber Alex Honnold, considered unanimously the strongest free soloist in the world.

Media to download: www.imsphotocontest.com/press.html

More information: www.imsphotocontest.com

The IMS Photo Contest 2017 is supported by [KIKU](#), [Picanova](#), [Alperia](#), [International Mountain Summit](#).