

LANDSKRONA FOTO & BREADFIELD DUMMY AWARD 2015



Do you want to make a photo book?

Have you made a dummy* of your project?

Now you have a chance to have it published.

By entering for the Photo Book Day's Open Book Dummy Review you have the chance to win the **Landskrona Foto & Breadfield Dummy Award**.

During Photo Book Day on 23 August there will be an Open Book Dummy Review. Here four photographers will be able to present their ongoing book projects to an audience and a panel consisting of Erik Kessels, Matilda Plöjel/ Sailor Press and Anna Eriksson/ Art & Theory Publishing. Each photographer will first make a short presentation of his or her project, which will be followed by a conversation about the idea.

The winner, the photographer with the most interesting idea for a photo book, will then be selected by an international jury. The winner will be revealed/presented on stage as one of the closing events of Photo Book Day.

Landskrona Foto & Breadfield Dummy Award enables the winner to have his or her book project published by Galleri Breadfield (Breadfield Press) and Landskrona Foto at the end of the year.

The prize includes all expenses for book production such as design, printing and distribution. The photographer will also receive a percentage of the sales. The book will be printed in 500 copies by Göteborgstryckeriet.

The selected dummies will also be on display as an exhibition in the Theatre foyer during the days of the festival.

The event costs nothing to enter but the arrangers reserve the right to conduct a selection process.

Send a completed application together with your dummy in PDF format(max. size 8 mb) to dummy@breadfield.com by 15 July 2015.

*You can also enter a book that has been self-published, digitally published or produced by print-on-demand, e.g. blurb. You may not enter a book that has an ISBN or one that has been on sale.

Landskrona Foto & Breadfield Dummy Award is part of Photo Book Sunday, arranged by Breadfield and Omfotoboken during Landskrona Fotofestival.

With support from: GöteborgsTryckeriet, Papyrus and Serneke.

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BREADFIELD DUMMY AWARD 2015**



Application for Open Book Dummy Review

Name: *(First, Last)*

Address: *(Street, Zip, City, Contry)*

Telephone:

Email:

Website:

Project description:

