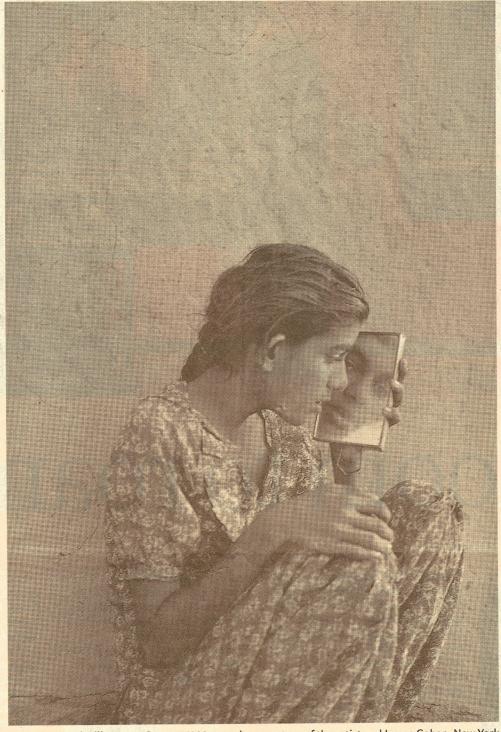
Announcement

Gauri Gill is the Tenth Prix Pictet Laureate



Gauri Gill, Jannat, Barmer, 1999-ongoing, courtesy of the artist and James Cohan, New York

In a ceremony at the Victoria and Albert Museum in London on the evening of 28 September, Renaud de Planta, Senior Partner of the Pictet Group, presented Gauri Gill with the tenth Prix Pictet Award for the series Notes from the Desert.

The Prix Pictet is widely acknowledged as the world's leading award in photography and sustainability. It was founded in 2008 by the Pictet Group, with the goal of harnessing the power of photography to draw global attention to critical environmental issues. To date, there have been ten cycles of the award, each with its own theme highlighting a particular facet of sustainability.

In the fifteen years since it began, over 5,000 photographers have been nominated for the prize by the Prix Pictet's global network of expert nominators. The winner of the 100,000 Swiss Franc prize is selected by an independent Jury following an intensive review of an exhibition of the shortlisted work.

In his introduction to the publication that accompanies the exhibition, Sir David King, chair of the Prix Pictet jury, said, 'For fifteen years, the Prix Pictet has shone a spotlight on some of the most urgent sustainability issues of our time. From the perils of unhindered growth and over-consumption to the catastrophic warming of the planet and rising sea levels ... this work alerts us all to the threats we face and the rapidly diminishing array of options for a positive outcome. This is exactly why the brilliant visual storytellers involved in each cycle of the Prix Pictet are so important. The twelve artists shortlisted for Human are no exception.'

The ceremony followed the opening of the exhibition of work by the twelve artists shortlisted for Human, the current cycle of the award, which is on view at the Victoria and Albert Museum until 22 October. Visitors to the exhibition, either at the museum or online, can vote for their preferred series in the inaugural Prix Pictet People's Choice Award. The winner of the public vote will be announced at the close of the exhibition.

Following its time at the Victoria and Albert Museum the exhibition will embark on an eighteen-month global tour beginning with venues in Nassau, Singapore, Zürich, Stockholm, Istanbul, Dublin and San Diego. Work from the shortlisted artists, together with a group of remarkable images from a wider group of those nominated for the award, will also be presented in an accompanying book published by Hatje Cantz.

The portfolios of the shortlisted artists can be viewed online at www.prixpictet.com

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