PROGRAMME OF INTERNATIONAL EDUCATIONAL ARTISTIC PHOTOGRAPHY EXHIBITION

Photography Kaleidoscope: Inclusion, Communities, and Knowledge

PHOTOKICK

Funded by the European Union

THE PROGRAMME WAS CREATED BY

Art and Technology Center (Latvia)

Klaipėda County Ieva Simonaityte Public Library (Lithuania)

National Museum of Lithuania (Lithuania)

Espacio Rojo (Spain)

Scientific and Research Association for Art, Cultural and Educational Programmes, and Technology EPEKA (Slovenia)

Hungarian National Museum (Hungary)

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4. INTRODUCTION: WHY PHOTOGRAPHY?

Erasmus+ KA2 project “Photography Kaleidoscope: Inclusion, Communities, and Knowledge” (PhotoKICK) is intended to foster cognition, creativity, and community inclusion via one of the most easily accessible technologies and art forms – photography.

The project is designed to help create and develop sustainable international relations, educate and improve the skills and competencies of those participating in non-formal adult education. The PhotoKICK project is implemented with six international partners from Lithuania, Latvia, Spain, Hungary and Slovenia: Klaipeda County Ieva Simonaityte Public Library (Lithuania), National Museum of Lithuania, Art and Technology Centre (Latvia), cultural association “Espacio Rojo” (Spain), science and research association for art, culture, educational programs and technologies “EPEKA” (Slovenia) and the Hungarian National Museum.

Main project objectives:

- to strengthen the competencies of pedagogues and other adult education field personnel, working in the field of culture and creativity, while using international experience to make the learning process easy, acquire new adult skills and competencies, cultivate creativity and share their experiences.
- to use the educational and artistic values of photography to motivate adults to become involved in the learning process, acquire new skills and competencies, cultivate creativity, and share their experiences.

Project results are open-access and specialized for educators, andragogues, teachers, creators and culture workers, who work in the field of non-formal adult education and aim to encourage socio-cultural inclusion and creativity, as well as foster interest in art education. The results will also cater to those interested in de- veloping their own professional skills and competences, artistic style and discov- ering innovative views on community development through the art of photography.

Photography, as a universal language, possesses a unique ability to capture moments, convey emotions, and communicate narratives that transcend cultural and linguistic boundaries. Through this lens, we aim to create a space where every individual, regardless of background or age, can contribute to a collective tapestry of shared experiences.

Erasmus+ KA2 project “Photography Kaleidoscope: Inclusion, Communities, and Knowledge” (project number: 2021-1-LT01-KA220-ADU-000028460) is funded by the European Union.

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1. PROGRAMME OF INTERNATIONAL EDUCATIONAL ARTISTIC PHOTOGRAPHY EXHIBITION

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Programme of international educational artistic photography exhibition, created in accordance with the Guidelines, ensure effective participation of adults in lifelong learning by using cultural experiences. It will lead them to dialogue with photography, art, giving a possibility not only for interactive participation, but also for getting new knowledge. Photography is chosen as a field which has artistic and documentary value. It is also a modern technology, which is easily accessible, engaging, fostering cognition, creativity, and helping to adapt to current challenges.

International educational artistic photography exhibitions play a crucial role in promoting cultural exchange and artistic development. These exhibitions showcase the work of photography from around the world and provide a platform for artists to share their unique perspectives and visions.

This Programme was created by PhotoKICK partners and includes a practical guide to creating educational photography exhibitions, as well as an introduction to the main stages of exhibition curation with community involvement.

The Programme of educational artistic photography exhibition is the next step for everyone curious to discover how the connection of education and photography can benefit creators, educators, and the communities by promoting art education and encouraging inclusion, life-long learning, and creativity through photography. This programme can be adaptable in various culture and adult education organizations, as well as by individual creators and artists.

The Programme is based on the International Documentary Photography Competition “Sign of the Times”, which was organized by the project partners. The topic was selected to encourage a mindful and curious approach to everyday life, and to programme creative means of self-expression about current issues of modern times.

All the participating organizations are active players in the field of adult education, creativity and photography. Each project partner promoted the competition in their respective country (Lithuania, Latvia, Hungary, Spain and Slovenia), selected their national team to judge the photographs, and took part in working out the rules for the photo competition.

Partner countries displayed the photography exhibition in their institutions according to their possibilities. A virtual exhibition is available in the project website and two physical exhibitions were organized in Latvia and in Hungary. In addition to this, communities and representatives from target groups were actively involved in interactive presentations, lectures, workshops, and artist talks. The main language of the project is English, but this program is translated into all partner languages.

The program consists of two main phases: (1) Preparation and (2) Implementation, as well as a very practical program of workshops during the photography week. While the photography competition focuses on the selection and recognition of outstanding work, the photography exhibition focuses on aspects of curation, installation and public engagement to create a rich and educational visual experience for the public. Both phases are integral to the success of the overall project, and each contributes to the broader goals of photography, education, and community inclusion.

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1.1. Preparation

PHOTOGRAPHY COMPETITION

The International Photography Competition was selected as an innovative and powerful tool for achieving our project's objectives of promoting community inclusion, non-formal adult education, and lifelong learning as well as to create joint partner's Photography Exhibition.

1.1.1. Choosing the theme and the title

The choice of the title of our competition and exhibition "Sign of Time" reflects the nature and purpose of the event. Here's why we've chosen this exciting name:

• Temporal relevance: "Sign of the Times" encapsulates the spirit of the present era, providing a snapshot of our world in its current state, the unique challenges, dynamics, and cultural shifts that define our times in the 21st century.

• Social commentary: The title serves as a powerful invitation for photographers to capture and interpret the signs, symbols, and narratives that reflect the societal, political, and environmental issues shaping our global community. It encourages the exploration of the human experience in a contemporary context, while allowing for a wide range of subjects.

• Versatility of interpretation: "Sign of the Times" allows for a broad spectrum of interpretations, allowing photographers to delve into various aspects of the human condition, from moments of triumph to challenges and resilience.

• Global perspective: In a world characterized by diversity and interconnection, the title embraces a global perspective. It encourages participants to showcase the unique "signs" of their cultures, communities, and environments, fostering cross-cultural understanding.

• Authenticity: Documentary photography aims to capture and describe reality. The author was allowed to use any genre of documentary photography, including portraits, landscapes, still life, and street photography. The key is to capture the essence of our times.

We believe that photography is not just a reflection of the present, but also a testimony to the future. Therefore, we encouraged photographers to create work that will be a reference point for future generations, documenting the essence of our time in all its complexity. We emphasized that there is no one single way to approach this theme, we were looking for diversity and creativity within the submissions.

1.1.2. Determining the target audience

As a next step, the target audience of the photo competition was defined, ensuring that the competition receives relevant entries, engages participants effectively. Here were our key considerations in determining the target audience:

• Amateur and professional photographers, with focus on the European audience

• Art and photography enthusiasts

• Professionals in the field of documentaries and photojournalism

• Socially conscious individuals interested in social issues and current affairs

• Educators and students of educational institutions such as photo and art schools

• Media partners and Influencers in the relevant fields.

• Cultural and community organisations in the fields of cultural exchange, social issues and human rights

Preparatation

1.1.3. Establish Panels of Judges and Judging Criteria

We have assembled a diverse panels of judges in every Project country with expertise in photography, ensuring a fair and comprehensive evaluation. Together with judges we defined clear judging criteria, considering factors such as creativity, technical skill, adherence to the theme, and overall impact. More about the Judging Criteria and Rules in Appendix.

1.1.4. Call for Entries

We have initiated the competition by announcing the call for entries, clearly articulating the theme, submission guidelines, and eligibility criteria. There was developed a comprehensive promotional strategy to reach as wide audience as possible and utilized online platforms, social media, and partnerships to generate awareness.

1.1.5. Photography competition expenses

- **Administration:**

- Salaries for personnel, honorarium for organisers and support staff

- **Judging process related costs:**

- Fees for professional judges

- **Promotion and marketing:**

- Advertising costs (online/offline), including social media

- Design and printing of promotional materials (posters, brochure, banners)

- **Online submission platform:**

- Costs associated with using a submission platform for entries. We have created a user-friendly online submission platform where participants can submit their photographs. It was important the platform is secure, easy to navigate, and capable of handling diverse file formats.

- **Technology and equipment:**

- Computers, hardware and software, other expenses for the management of submissions and the organisation of the photo competition

- **Photography Prizes and Awards:**

- Certificates and prizes for the winners

- Trophies for the winners.



Preparation of the artworks for the International Photography Exhibition “Sign of the Times” in Latvia

PHOTOGRAPHY EXHIBITION

1.1.6. Curatorial Planning

- Curatorial Theme: Consider how the selected photographs contribute to a cohesive narrative.
- Curatorial Team: Assemble a curatorial team with expertise in photography and visual arts to guide the selection process.

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1.1.7. Selection Process

- Review of Submissions: Review and select photographs based on the competition's judging criteria. Curate a diverse and engaging collection that reflects the richness of visual storytelling.

- Notification to Participants: Inform selected participants about their inclusion in the exhibition. Provide details about the display format, venue, and any additional requirements.

1.1.8. Logistics and Planning

- Venue Selection: Identify and secure an appropriate venue for the exhibition, considering factors like space, accessibility, and visual aesthetics.

- Logistical Planning: Plan for the arrangement, display, and lighting of selected photographs within the exhibition space.

Careful logistics and planning was crucial for us to ensure a successful photography exhibition. The costs can be at least partially covered also by revenues from sponsors and partnerships. Additionally, donations of materials and services can be of further help.

In case of the exhibition in Latvia, the Kuldiga Photography Club volunteers helped to organise all activities for the exhibition and provided assistance for the opening and award ceremony. In case of the Hungarian National Museum, the staff of the museum helped in removing the boards at the end of the exhibition.

1.2. Implementation

PHOTOGRAPHY COMPETITION

1.2.1. Photography Competition Adjudication Process

There was organized the comprehensive judging session where the panel evaluates each submission based on the established criteria. An international five juror teams were created from delegated members of the PhotoKICK project partners. Each team judged the photographs from the other four countries, not their own country. The juror teams were appointed by the organizers and will consist of photographers, industry experts, critics, artists, museum specialists, journalists, and other experts.

The judging process was organized in the way that each country’s juror team selected the top 10 photographs from the other countries and gave them a rating from 1 to 12 points. The best photo received 12 points, and the subsequent photos will receive points in descending order: 12, 10, 8, 7, 6, 5, 4, 3, 2, and 1 points.



The selection of the best photos by the Hungarian jury in Budapest, Hungary

Implementation

Then it was important to identify and announce the winners of the competition, recognizing outstanding contributions. A total of 25 best photos from all five countries were selected for the final exhibition. During the judging, several photos received the same total points, and in both cases 26 photos received at least one point. So finally, during the evaluation, a decision was made that not 25, but 26 photos will be shown. It had no effect on the top 3 in any of the categories.

1.2.2. Recognition and Awards

We have allocated the prizes to the winners, which included photography equipment as well as opportunities for further exposure. We also have publicly announced the competition results in our Project website as well as in social media, celebrating the achievements of the participants.



The Award Ceremony of the International Photography Competition "Sign of the Times" in Kuldīga, Latvia, on September 30, 2023. The Winner of the Gratitude Prize was Ruta Zuke from Lithuania.

1.2.3. Post-Competition Engagement

We have identified selected entries that will be featured in the subsequent exhibition, creating anticipation and excitement.

It was important to collect feedback from participants to gather insights for future improvements and to strengthen community engagement.

PHOTOGRAPHY EXHIBITION

1.2.4. Resources needed for the physical exhibition

Organizing the physical exhibition required careful planning and allocation of resources. Here's a list of resources used for our exhibition:

- Venue: We have chosen the best venue that accommodates the anticipated number of visitors and provides an aesthetically pleasing and functional space for displaying photographs. We considered factors such as location, size, amenities, and accessibility.
- Exhibition location, design and layout: We invited a team of exhibition designers to plan the arrangement, placement and visual presentation of the photographs at the venue - the Latvian Academy of Arts building, Kalpaku Street 4, Kuldīga, Latvia. Materials: Purchase display panels, frames, mounts, and other materials needed to display photographs. For the Budapest exhibition, the outdoor location was chosen with pedestrian traffic in mind: it was the section of the Museum Garden fence where the bus stops and the café are on the road between the museum entrance and the metro stations.
- Printing and framing: We contracted for printing services for quality reproductions of selected photographs at both exhibitions. In Kuldiga, picture framing was also included, while in Budapest, large aluminum sheets (size: 150x150 cm) were used as the surface on which the printed foils were attached, with a weather-resistant solution in mind.

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- Lighting and display equipment: We have engaged the lighting specialists to ensure optimal lighting conditions for showcasing photographs in Kuldiga.
- Shipping and handling: We also planned the budget for the transportation of framed prints to and from the exhibition venue in Kuldiga.
- Audiovisual equipment: projectors and screens for multimedia presentations in Kuldiga.
- Documentation and catalogues: The guideline stated that images should be in high resolution, suitable for printing in media and an exhibition, no smaller than 1 MB, and no larger than 5 MB. A budget was planned for the design and printing of exhibition catalogues and other materials.
- Marketing and promotion: We have assembled a marketing team to promote the exhibition through various channels. Also we have designed and produced promotional materials such as posters, brochures, and banners for the exhibition and photography workshops. These were translated to local languages to promote the competition and to inform all stakeholders about the progress of the project.
- Opening and Award Ceremony reception: including catering services for the opening and award ceremony reception as well as hired event staff and volunteers for reception logistics, guest management.
- Security: We have employed security personnel to safeguard the exhibited photographs in Kuldiga, supported by security cameras.



The International Photography Competition "Sign of the Times" in Latvia. Installing artwork with laser measuring devices, Kuldiga, Latvia, September'2023

- Staffing: We have allocated the staff for on-site support, including information desks and guiding visitors as well as ensured the presence of technical support staff for any unforeseen issues.
- Community engagement: We have developed the educational programs and workshops, as well as the artist talks to engage with the community and allocated resources for community outreach initiatives to increase attendance.

1.2.5. Resources needed for the virtual exhibition

Organizing a virtual exhibition involved a distinct set of resources. Here's an overview of the required resources for the virtual exhibition:

- Digital Platform: We have developed a user-friendly project website to host the rules for the competition as well as an online virtual exhibition of all the winners for both categories: https://photokick.eu/photo-gallery/ .
- Digital exhibition design: For this task, a digital exhibition designer was hired.

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- Online submission: A secure online submission system was needed for photographers to submit their work. In the case of this tender, a form was requested to be filled out and attached to the application. Unfortunately, some participants did not read the rules carefully and therefore did not add all the necessary data. From this we learned that all submissions must have one online form.
- Online promotion materials: We have designed and distributed the digital promotional materials for online channels.
- Technical support: We had a dedicated IT support team to address technical issues during the virtual exhibition.
- Community engagement: We have organized virtual events, webinars, and live discussions to engage with the community. We have offered online workshops related to educational documentary photography.
- Virtual Opening Event: To reach a wider community, we have arranged for live streaming services for a virtual opening event and have planned and executed an online reception for participants and viewers on https://www.youtube.com/

By strategically allocating resources in each of these areas, the virtual exhibition for "Sign of the Times" offered a compelling and immersive experience for participants and virtual attendees.

1.2.6. Preparation of Artworks for Exhibition

The presentation of artworks in the physical exhibition (printing, framing, assembly, pasting, etc.) took place in accordance with the concept and rules of the exhibition competition. The exhibition was presented in the best way and according to the latest trends, within the financial limits of the project. In the case of the Budapest open-air exhibition, the aluminum boards were already available, so the costs only included graphic design costs, printing costs and fulfillment costs. At the end of the exhibition, 10 boards were removed by the museum staff, so there are no costs associated with this activity.

1.2.7. Creation of texts - publications accompanying the exhibition and presentation forms

The description of the works (justification of the author's idea, mention of the technique) was given for each work individually. It was written by every author (who thus formulates a message to the visitor of the exhibition). The presentation and design of the exhibition is added to this document separately. Brief annotations of the exhibition were written by photography professionals. The exhibition Catalogue was an important educational and informational tool that introduces the exhibition and serves as a guide. All exhibition texts were essential for the representation of the authors and their works.

For our photography exhibition we provided:

- Works with descriptions (title, date of creation, performance technique). It was necessary to check the condition and dates of each work. In case of deficiencies, form a commission of several people and prepare a report.

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- Title of the work. It had to specify the author of each piece of work, the title of the work, the year of creation, technique.
- Printed posters, made in the special Photokick Project Design.
- Invitations to the exhibition. We have prepared the invitations for the Award ceremony and the Exhibition.
- Creative biography/portfolio of the author. In case of a group exhibition, provide short biographies of each author.
- Annotation of the exhibition. The annotation of the exhibition was prepared by the organisators.
- Information for the press.
- Labels of works. We have designed the labels for every artwork. In the label was included the text about the author's name, surname, title of the artwork, country represented, author's photo as well as a short description of the artwork.



An example of the Label for the Lithuanian author, Ruta Žuke, International Photography Exhibition "Sign of the Times", Kuldiga, Latvia, September'2023

1.2.8. Exhibition Installation

As part of our project, we have chosen suitable physical spaces as well as virtual galleries. The physical requirements of the exhibition space had to be taken into account: Adatu Fabrika, building of the Latvian Art Academy, Kalpaku iela 4, Kuldīga, Latvia, as well as the outdoor gallery of the Hungarian National Museum in Budapest, Hungary.

When designing the walls, lighting and other installations, we took into account the mobility and adaptability of the premises. It was necessary to discuss the technical requirements and design solutions of the virtual gallery on the website of our project, as well as in the adjacent physical photography exhibition at Adatu Fabrika, in the building of the Latvian Academy of Arts in Kuldiga city.



The outdoor gallery of the Hungarian National Museum, Budapest, Hungary, November 2023

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1.2.9. Public Relations

An informative message was distributed in the media, on the project website and directly to specific individuals who requested it. It was not only a text about the exhibition (concept, goals, dates of the exhibition, presentation of the author's works, etc.), but also photos of the works. Organizers' invitations were prepared for interested parties, such as partners, sponsors, patrons, etc. All other invitations (journalists, editors, critics) were sent by e-mail. It was effective to communicate directly with art critics and photography historians who reported on exhibitions and wrote reviews. An interview with the authors or curators was published in the media. And the presentation in the exhibition room provided visitors with additional information throughout the exhibition. In the case of the open-air exhibition in Budapest, media from the Hungarian National Museum were used to promote the exhibition. The Facebook post acted as a call to action for the general public to participate in the photo contest and was promoted to achieve greater reach.



One of the Facebook posts on the Facebook page of the Hungarian National Museum, calling for participation in the photo competition, 2023 July

Additionally, the website of the Hungarian National Museum published news about the project, reaching thousands of readers in Hungary.



News about the closure of the photo competition on mnm.hu, 2023 October



News about the results of the project in Hungary

1.2.10. Opening Ceremony

We have made a launch of event with hosting an opening ceremony to officially inaugurate the exhibition. We also have invited participants, judges, sponsors, and the broader community to celebrate the showcased artworks. There were included speeches from key stakeholders, acknowledgments of sponsors, and an introduction to the curatorial theme. Our volunteers offered the guided tours led by curators to provide context and insights into the exhibited photographs.



Award Ceremony of the International Photography Competition "Sign of the Times" in Kuliga, Latvia, 30th September'2023. Third prize winner in the category of images created by artificial intelligence, József Schell from Hungary

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2. EDUCATIONAL PRACTICES AND EXAMPLES. WORKSHOPS AND PHOTOGRAPHY WEEK

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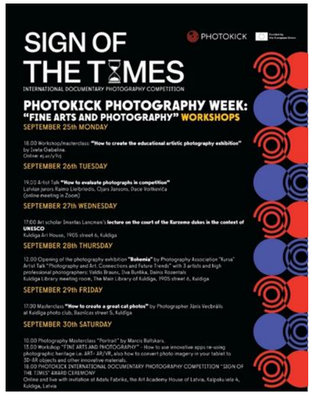
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The goal of the international educational artistic photography exhibition program is to create a dynamic and enriching experience for participants, viewers and cooperation partners, promoting a wider discourse on the intersection of education and art as an educational practice.

We organized Photography Week with lots of educational activities every day. Creative photography workshops, master classes, exhibitions, artist talks and other educational events were organized in different countries. Here are just a few of those organized in Latvia, Lithuania and Hungary.



The poster of the Photography Week workshops and Artist Talks "Fine Arts and Photography" in Kuldiga, Latvia, 25th-30th September'2023

2.1. International Photography Workshops "Fine Arts and Photography" in Kuldiga, Latvia

PHOTOKICK PHOTOGRAPHY WEEK: "FINE ARTS AND PHOTOGRAPHY" EXHIBITIONS, WORKSHOPS, MASTERCLASSES (September 25th-30th, 2023)

SEPTEMBER 25th MONDAY

Opening of the exhibition of the international documentary photography competition "sign of the times" main category best authors.

Opening of the exhibition of the international documentary photography competition "sign of the times" sub-category imagined cities for ai-generated images best authors.

Exhibition period: September 25th to November 1st, 2023, at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia.

Photography Exhibition "Kurzeme Photography Days'2023"

Photography Exhibition "In the Time of Flowers" by Inga Ezeriete at the Nikrace library.

18.00 Workshop/masterclass: "How to create the educational artistic photography exhibition" by Photographer and Author Iveta Gabalina.

SEPTEMBER 26th TUESDAY

19.00 Artist Talk "How to evaluate photographs in competition". Photography Masters: Raimo Lielbriedis, Ojars Jansons, Dace Voitkeviča (online meeting in Zoom)

SEPTEMBER 27th WEDNESDAY

17:00 Art scholar Dr. Imants Lancmanis lecture "On the court of the Kurzeme Dukes in the context of UNESCO". Kuldīga Art House, 1905 street 6. Kuldīga.

Photography Exhibition of the Photography Club DIVAS UPES "Kuldīga charm", in Kuldīga county Museum, Pils street 5, Kuldīga.

SEPTEMBER 28th THURSDAY

12.00 Opening of the photography exhibition "Bohemia" by Photography Association "Kursa". Artist Talk "Photography and Art. Connections and Future Trends" with 3 artists and high professional photographers: Valdis Brauns, Ilva Buntika, Dainis Rozentals (Kuldiga Library meeting room)The main library of Kuldīga, 1905 street 6, Kuldīga.

SEPTEMBER 29th FRIDAY

17.00 Masterclass "How to create a great Cat Photos" by Photographer Jānis Vecbrālis at Kuldīga photo club, Baznīcas iela 5, Kuldīga.

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SEPTEMBER 30th SATURDAY

Programme for whole day at the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga:

10.00 Photography masterclass/workshop “portrait” by photographer Marcis Baltskars (Sony).

13.00 workshop/artist talk: “Fine Arts and Photography” (how to use innovative apps re-using photographic heritage i.e. ART+ AR/VR) also how to convert photo imagery in your tablet to 3D-AR objects and other innovative materials by Lecturer Maija Demitere, Liepaja University.

18.00 AWARD CEREMONY of the PHOTOKICK INTERNATIONAL DOCUMENTARY PHOTOGRAPHY COMPETITION “SIGN OF THE TIMES". Winners’ announcement: online and live at the press opening of the award ceremony at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia.

Techniques, performance, creative processes were presented in these workshops. In addition, lectures, discussions and artist talks were held in connection with the exhibition. At the award ceremony, we also created an ONLINE-LIVE-TV program using interviews, etc. The idea was to show it to those participants who could not come in person or could not come to the results of the photo contest on one specific date and time. The video could be watched after the event: https://www.youtube.com/watch?v=oY4RXLxPJvU&t=857s

Also, in Kuldiga, tours were organized at the exhibition with the authors, before and during the exhibition. We have coordinated with educational institutions and invited individual visitors. It is an effective way to educate the public and expand the cultural field.



The Photography Masterclass/Workshop “Portrait” by photographer Marcis Baltskars (Sony).in Kuldiga, Latvia, 30th September’2023

EDUCATIONAL PRACTICES AND EXAMPLES. WORKSHOPS AND PHOTOGRAPHY WEEK

2.2. Educational workshop in Budapest, Hungary

Klaipėda County Ieva Simonaitytė public library prepared an educational program inspired by the works submitted to photography competition „Sigh of the times." The workshop uses works of photography to open up a dialogue about expressing personal feelings and emotions by using images as a tool for self-expression and self-reflection.

On September 26, 2023, learning adults were invited to participate at this educational program. The workshop took place at a unique site – on a historic jacht „Lietuva"(eng.„Lithuania"), which participated in a symbolic crossing of the Atlantic Ocean during the Lithuanian independence movement in 1989.

The workshop was led by the library's educator Valdemara Butkevičienė, who invited the participants to explore how photography can inspire inner feelings, help discover and express emotions, find the courage to share and talk about their experiences.

By using various interactive and experience-based methods, the participants were encouraged to actively explore photography and discover that a deep knowledge is not always necessary in order to appreciate works of art.

Simple tasks helped to create a relaxing atmosphere and an unusual activity space created excitement. In all the tasks photographs were used a tool to reflect on, get inspiration from, find words of expression, as well as challenge personal biases and beliefs.

After the interactive session, participants were invited to create their own works of photography, which convey messages about their inner selves. They used smart devices to capture images of surrounding objects and visuals and created a unique short-term exhibition on the jacht.

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2.3. Educational workshop „Language of images“ in Klaipeda, Lithuania

As an integral part of the PhotoKick project, a workshop was held in the Library of the Hungarian National Museum on 18 November, 2023. The full-day program organised by the curators of the Historical Photography Department and the andragogues of the museum, targeted professionals working in the field of education. Following a brief introduction to the history of photography, including the history of photo manipulation, examples of various analogue photo manipulation techniques were shown. Prompts and promptography were discussed in connection with ways in which they can be integrated into educational programmes, using, for example, AI in literature, history or geography classes.

Guest speaker Réka Mihálka (ETH Zürich and Manuscript Manufacture, Oberrieden, Switzerland) gave an online presentation on the use of artificial intelligence in education through the example of a Kelemen Mikes ChatGPT simulator, largely developed by inputting letters written by the 18th century Hungarian author.

A student of Budapest Metropolitan University, Ákos Levente Kondricz presented his work summarised in a fictional early 20th century photo album, largely created with the aid of AI. In the afternoon, participants, together with the project managers of PhotoKick, could experiment with AI image generators.

In this case, photographs from the competition were used as a tool to inspire conversation, share insights and self-express. It can also be adapted for different target groups and languages or combined with other art methodologies. Depending on target audience and their goals, the program can shift focus from self-reflection to a more technical activity, by offering additional information on photography composition, use of smartphone cameras and their settings, photo-editing tools, etc.

Educational workshop „Language of images“ was organized during an international culture festival „Inkultūracija“ in Klaipėda, Lithuania, with cooperation with Klaipėda city municipality and public institution „Klaipėdos šventės“ (eng. „Klaipėda holidays“).

Video about the activity:
https://www.facebook.com/KulturosuostasKlaipeda/videos/1055336732445798



3. RECOMMENDATIONS FOR THE ORGANIZATION OF EDUCATIONAL PHOTOGRAPHY EXHIBITIONS

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3. RECOMMENDATIONS FOR THE ORGANIZATION OF EDUCATIONAL PHOTOGRAPHY EXHIBITIONS

Organizing photography exhibitions for educational purposes is about creating the conditions for a person to learn throughout his or her life, thus contributing to creating opportunities for meaningful self-expression, cognitive needs, actively participating in community life, and representing social, cultural, economic, and environmental interests.

In planning non-formal education activities for adults, the question arises as to what motivates adults to participate in such activities. Most often, adults start learning when they want to contribute to solving certain problems, when they want to learn how to use things, such as new technologies, when they want to learn new ways of solving problematic situations, or when they simply need knowledge, skills, and experience to help in complex problem situations. Also, in certain cases, it can be observed that in non-formal education for adults, participation can be a greater motivation than learning.

Organizing an educational photography exhibition involves planning, effective communication, and seamless execution. Most challenges for us were about online submission and promotional activities to attract more participants from all five countries. However the total final participant numbers were surprisingly good.

Here are some our recommendations:

- Online Submission:

Invest in or develop a user-friendly online submission platform that simplifies the entry process. Ensure clear instructions, easy navigation, and a straightforward submission interface.

- Digital Portfolio Submission:

Encourage participants to submit a cohesive digital portfolio that tells a compelling visual story. Allow for the inclusion of artist statements or captions to provide context to the submitted photographs.

- Submission Confirmation:

Implement an automated system to send confirmation emails upon successful submission. Include details about the review process and expected timelines for participant notifications.

- Promotion:

Utilize a mix of online channels, including social media platforms, email newsletters, and the exhibition website, for promotion. Leverage the reach of partner organizations, educational institutions, and relevant online communities.

- Engaging Visual Content:

Create visually compelling promotional materials, including posters, banners, and digital graphics. Share sneak peeks of past exhibitions, featured photographers, or behind-the-scenes content to generate excitement.

- Influencer and Ambassador Collaborations:

Collaborate with photography influencers, educators, or industry ambassadors to amplify the exhibition's reach. Request them to share information about the competition with their followers and networks.

- Educational Partnerships:

Establish partnerships with educational institutions, photography schools, and art academies to promote the competition. Offer educational institutions promotional materials and resources to share with their students. In our case the Hungarian partners from HNM attracted a lots of art and photography students for the competition.

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RECOMMENDATIONS FOR THE ORGANIZATION OF EDUCATIONAL PHOTOGRAPHY EXHIBITIONS

- Online Webinars and Workshops:

Host online webinars or workshops related to photography, featuring guest speakers or past winners. Use these events as opportunities to promote the upcoming exhibition and provide educational value to participants.

- Hashtag Campaigns:

Create a unique and memorable hashtag for the exhibition and encourage participants to use it in their social media posts. Curate and share user-generated content tagged with the hashtag to build a sense of community.

- Press Releases and Media Outreach:

Prepare well-crafted press releases highlighting the unique aspects of the exhibition.

Engage with media outlets, photography magazines, and relevant online publications for coverage.

- Interactive Teasers:

Release interactive teasers or sneak peeks of the submitted entries to generate anticipation.

Encourage participants to share teasers of their own entries on social media.

- Online Contests and Challenges:

Host online contests or challenges related to the exhibition theme, encouraging user participation and engagement. Promote the competition as an opportunity for participants to showcase their work on a larger platform. By combining effective online submission practices with a creative promotional strategy, the educational photography exhibition can attract a diverse and enthusiastic pool of participants while building anticipation and engagement within the broader community.

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Appendix 1
Rules of the Photography Competition “Sign of the Times”

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Rules of the Photography Competition “Sign of the Times”

We are looking for photographers who can capture the essence of our contemporary world through their lens. The photographs should depict the people, processes, things, and events that are defining our time in the 21st century.

We encourage you to take a closer look at the world around you and explore how it reflects the contemporary world. This theme allows for a wide range of subjects, from personal and intimate moments to grand events and social movements. You can explore the symbols of our time, the modern technology, and the innovations that define us as a society.

We want to see photographs that tell a story, with a strong visual impact and an emotional connection to the viewer. You can use any genre of documentary photography, including portraits, landscapes, still life, and street photography. The key is to capture the essence of our time, emphasizing the contemporary and the enduring.

We believe that photography is not just a reflection of the present, but also a testimony to the future. Therefore, we encourage photographers to create work that will be a reference point for future generations, capturing the evidence of our time in all its complexity.

Finally, we want to emphasize that there is no right or wrong way to approach this theme. We are looking for diversity and creativity in your submissions.

So, let your imagination run wild and show us your best work!

RULES

Eligibility

This competition is open to individuals living or representing Spain, Lithuania, Latvia, Hungary, and Slovenia – five countries representing our PhotoKick Project.

Participants under 16, need to provide the parent’s or legal guardian’s consent to participate in the competition. If the organizers of the contest do not receive a valid signed parental or legal guardian consent form for any winner under the age of 16, an alternative winner from among the other participants will be announced.

Theme

The theme of the contest is “Sign of the Times” refers to documentary photography that captures the essence of the current era. The photographs should showcase the impact of contemporary social, political, and cultural issues.

Participation fee

All entries are free, with no participation fee.

Submission Period and Timeline

Entries open: May 15th, 2023 20.00 CET.

Entries close: July 15th, 2023 at 20.00 CET.

Winners’ announcement: online and live at the press opening of the award ceremony on September 30th, 2023, at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia.

Exhibition period: September 25th to November 1st, 2023, at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia.

Photography Week: September 25th to September 30th, 2023.

Judging period

The judging period for the contest is from July 15th to August 15th, 2023.

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Rules of the Photography Competition “Sign of the Times”

Award Ceremony

The Award Ceremony will take place on September 30th, 2023, at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia.

Categories

Main category:

1. Sign of the times for all single images

Sub Category:

2. Imagined cities for AI-generated images

Submission Guidelines

The photographs should be submitted through a link on the website. Each participant can submit up to three (3) photographs. Images must be taken in 2022.01.01.-2023.07.15. Images should be in high resolution suitable for printing in media and an exhibition, no smaller than 1 MB, and no larger than 5 MB. Any DPI setting. With the shortest side at a minimum of 1000 pixels. Images should be JPEG files only. All images must be saved in the sRGB color model.

Submissions must be made online at following link http://KuldigasDC.quickconnect.to/sharing/Dab2bTiEg by following the “Submit your pictures” link, uploading the images, and completing the web entry form.

Submission Captions

All entries must have accurate captions and descriptions in the APPLICANTS FORM (ANNEX 1), written in English. The Captions (file names) must be accurate and fulfill these requirements. The caption of every file submitted must:

a) Mention the name and surname of the author; (i.e. name.surname)

b) Title of the submitted file; (i.e. situation.in.underground)

c) Country representing the author; (i.e. Spain)

(Example of the total file name of the photograph: name.surname.situation.in.underground.Spain)

d) In case you submitting the category Imagined cities for AI-generated images, then the end of the file must be “AI.image”

(Example of the total file name of the photograph: name.surname.situation.in.underground.Spain.ai.image)

In the APPLICANTS FORM (ANNEX 1) please briefly describe the subjects or themes of your proposed photographs (add a reference to photo – file name or similar). The details about who/what is in the photograph and what is going on within every photograph

Name the city, region or state, and country where the photograph was made. Provide the date of the photograph. (Max 500 characters).

In total there must be submitted such following files:

- up to three (3) photographs (with the same author’s name and surname)
- APPLICANTS FORM (ANNEX 1 download) (with the same author’s name and surname)
- Photo of the Author (with the same author’s name and surname)

(Example of the file name APPLICANTS FORM (ANNEX 1): name.surname.applicants.form.annex1)

(Example of the file name of the Photo of the Author: name.surname.author.photo)

Judging Criteria

The judging process will be fair and impartial, with a panel of professional photographers and industry experts. The judges will assess the entries based on originality, creativity, technical excellence, and overall impact. The images must be photographic (either taken with a digital camera or similar device or scanned from film/print, etc.) and, although every form of post-processing is allowed, must represent a real scene, i.e. no key elements can be added, removed, or modified.

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Jurors

The international juror team consists of members delegated by PhotoKICK project partners. Each team will judge the photographs from the other four countries, not their own country. The juror teams are appointed by the Organizers and will consist of photographers, industry experts, critics, artists, museum specialists, journalists, and other experts.

Judging Process

Each country’s juror team will select the top 10 photographs from the other countries and give them a rating from 1 to 12 points. The best photo will receive 12 points, and the subsequent photos will receive points in descending order: 12, 10, 8, 7, 6, 5, 4, 3, 2, and 1 points. The top 25 photographs from all five countries together will be selected for the final exhibition.

Prizes

The competition will offer prizes for winners in both categories, including trophies, certificates, and/or awards. The organizers may also organize an exhibition of the winning entries in a gallery or online platform.

The Organizer reserves the right to change the prizes to a comparable alternative due to unforeseen circumstances and any changes will be posted on the competition website. Prizes are not transferable and no cash equivalent will be offered. Prize may be awarded in the form of voucher(s), coupon(s), and/or gift card(s) in the Organizer’s sole discretion.

Main category “Sign of the Times” for all single images.

The 25 winning entries for the Main category selected by the international juror team will be presented in the Gallery at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia in September 2023.

Three finalists of the main category receive Sony digital equipment, Certificate, Trophy, Global press exposure, inclusion in the exhibition, promoted on the PhotoKick Project website and social media as well as the following:

1st PRIZE winner receives: Sony ZV-1 + Sony GP-VPT2BT

This one overall winner receives the PhotoKick Contest Photographer of the Year’2023 title.

2nd PRIZE winner receives: Sony SRS-XE300 (blue)

3rd PRIZE winner receives: Sony WF-C700N (black)

Sub Category “Imagined Cities” for AI-generated images

Three winning entries for the Subcategory selected by the international juror team will receive Certificate, Trophy, and Global press exposure, promoted on the PhotoKick Project website and social media, will be presented in the Gallery at Adatu Fabrika, the Art Academy House of Latvia, Kalpaku iela 4, Kuldiga, Latvia in September 2023, as well as following:

1st prize winner receives a WIZZ AIR GIFT VOUCHER of 100 EUR and a Hungarian National Museum Travel Gift Card including 3 nights in Budapest + free entrance to the Hungarian National Museum + a 72 hours public transport ticket in Budapest. Travel (airplane, train) cost not included or could be used by Wizz Air Gift voucher for this prize.

2nd prize winner receives AIR BALTIC GIFT CARD for 100 EUR.

3rd prize winner receives an AMAZON GIFT VOUCHER for 50 EUR.

Winners will be announced online and at a black-tie ceremony on 30th September 2023 in Kuldiga, Latvia.

Rules of the Photography Competition “Sign of the Times”

Winners’ Notification

The Winner will be announced during the award ceremony on September 30th, 2023. The Winner will be notified also by email using the information provided in the registration form. Selected Participants will be required to respond (as directed) to the e-mail notification within 72 hours of attempted notification. The failure to respond timely to the notification may result in forfeiture of the prize and in such case, the Organizers may choose the next highest scoring Entry from among the remaining shortlisted Entries.

Please note, that the email address you will get the notification from is photokickinternational@gmail.com. Whitelist (add to safe senders list) this email address in your mailbox.

Copyright

The photographer must be the author of the photographs submitted in their name. The photographers retain the copyright to their photographs. However, the organizers reserve the right to use the photographs for educational and promotional purposes related to the contest and exhibition, including publication on the website and social media.

Disqualification

The organizers reserve the right to disqualify any photograph that does not comply with the Rules and guidelines of the contest, or that is deemed inappropriate. Please note that AI-generated images are only accepted in the Imagined Cities category.

You warrant and represent, in respect of each photograph submitted by you, as follows:

You are the sole owner and author of each photograph.

By entering the competition, you agree and acknowledge that the competition organizers are permitted to receive your registration data. All personal information will be used by the International Photography Competition by the General Data Protection Regulation (GDPR) and the Rules of the International Photography Competition.

Each photograph does not contain any infringing, threatening, false, misleading, abusive, harassing, libelous, defamatory, vulgar, obscene, scandalous, inflammatory, pornographic, or profane content.

Each photograph does not contain any material that could constitute or encourage conduct that would be considered a criminal offense, give rise to civil liability, or otherwise violate any law.

Each photograph does not infringe upon the copyrights, trademarks, contract rights, or any other intellectual property rights of any third person or entity, or violate any person’s rights of privacy or publicity, including:

a) trademarks owned by third parties;

b) copyrighted materials owned by third parties;

c) names, likenesses, and other characteristics identifying celebrities or other public figures, living or dead.

Entries that contain any commercial content that promotes any product or service other than that of this International Photography Competition.

No animals were harmed or manipulated in the making of the image.

Acceptance of the Rules

By entering the competition, participants agree to confirm that they have read and abide by the Rules and decisions of the organizers and the judges. The organizers reserve the right to modify the Rules or cancel the competition at any time without prior notice.

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KLAIPĖDOS APSKRITIES
IEVOS SIMONAITYTĖS
VIEŠOJI BIBLIOTEKA

Lietuvos
nacionalinis
muziejus

espaciorojo

MNM | MAGYAR
NEMZETI
MÚZEUM

Mākslas &
Tehnoloģiju
centrs

EPeKa
Slovenia