

VISUALLEADER 2013

THE BEST OF MAGAZINES AND INTERNET

THE EXHIBITION OF THE LEADAWARDS

JULY 27 – OCTOBER 13, 2013

HAUS DER PHOTOGRAPHIE

For the 11th time, the nominees and winners of the LeadAwards are being presented in an exhibition, VisualLeader 2013, at Deichtorhallen Hamburg's House of Photography. On show are photographic series, magazine photos, advertising ideas and websites – the best of what German magazines, newspapers and the Internet had to offer in 2012.

The exhibition comprises all the winning work, work that has been commended with a medal or an award. Most of what is on display in the **photographic section** is large-format work by well-known, internationally acclaimed photographers from the fields of art, fashion and magazine photography such as Peter Lindbergh, Paul Graham, Andreas Mühe, Paolo Pellegrin, Eva Leitolf, Hans-Christian Schink, Max Vadukul or Werner and Ute Mahler, alongside works by the upcoming generation of aspiring talents, including Markus Jans, Jim Mangan, Pawel Jaszczuk, Jork Weismann, Max von Gumpfenberg and Patrick Bienert. What is striking this year is the great diversity of compositions and the photographers' viewpoints, which are often very personal ones.

A total of some 200 works from the creative scene are being shown over some 1,000 square meters, confirming once again that the LeadAwards have earned their reputation as Germany's most important print and online prize.

This year, the **exhibition** has been divided up **into two phases**, with the public being offered the opportunity to participate interactively:

In the first phase of the exhibition, from July 27 through September 10, 2013, it is not possible to know which exhibits will be receiving gold, silver, bronze or a commendation from the jury. All the entries will be treated equally and visitors will be able to rank the entries for themselves and decide on their own prizewinners as part of a **public vote**.

In the second phase of the exhibition from September 13 through October 13, 2013, after the LeadAwards have been allocated, it will be announced which pieces the expert jury has chosen to receive gold, silver and bronze prizes. These will be compared with the visitors' votes, which may be completely different or, indeed, exactly the same.

Furthermore, this year there are new developments and improvements in store at the LeadAwards: For the first time, an **"Academy Prize"** is being awarded. This accolade honors courage and innovation in the restructuring of traditional print titles in view of the changing face of media use. This year, the **Newspaper segment**, introduced last year, is covering an even wider area. Outstanding pieces in the exhibition from the fields of information graphics, visual storytelling and daring graphics can serve as exemplary in this respect.

The Advertising category has also been adapted to changing media usage and no longer rewards individual advertisements or commercials, but evaluates advertising ideas, independent of which media channels they are applied to. The relevant awards do not go to conventional campaigns, but to communicative happenings and cross-media events.

For the first time, there will also be an **award for tablet magazines**.

PRESS CONFERENCE

At 11 a.m. on Friday, July 26, 2013 with Ingo Taubhorn (curator at Haus der Photographie) and Markus Peichl (Chairman of LeadAcademy).

OPENING

At 7 p.m. on Friday, July 26, 2013. Welcoming speech by Ingo Taubhorn (curator at Haus der Photographie). There will be an introduction by Markus Peichl (Chairman of LeadAcademy) and a few words of welcome from Dr. Rainer Esser, CEO of Zeitverlag publishing house.

PUBLIC VOTE

The public can cast its vote for the people's award, either directly at a computer at Deichtorhallen or online at spiegel.de or Hamburger Abendblatt.

PRESS MATERIAL

Press photos and texts are available for download from our website at www.deichtorhallen.de/presse. We would also be happy to provide you with material personally. Contact: Angelika Leu-Barthel, tel.: ++49 (0)40 32 10 32 50 / -261, email: presse@deichtorhallen.de

For press inquiries concerning how the winners of the LeadAwards are chosen please contact

Eva Wienke, cell: ++49 (0)171 60 22 019, email: eva.wienke@t-online.de.

OPENING HOURS

Tues – Sun 11 a.m. – 6 p.m. Every 1st Thursday of the month 11 a.m. – 9 p. m.

ADMISSION

€9; concessions €6; children and young people up to the age of 18 free; information on numerous reductions at www.deichtorhallen.de

VISITORS' OFFICE

Opening hours: Tues – Thurs 10 a.m. – 12 noon. Tel.: ++49 (0)40 32 10 3-200, email: besucherbuero@deichtorhallen.de

ADDRESS

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PUBLIC GUIDED TOURS

Every Sat and Sun at 3 p.m.

WWW.DEICHTORHALLEN.DE