

## PRESS RELEASE

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From: WOrlD Of PHotographY, [www.woophy.com](http://www.woophy.com)



### International 'Picture the World' Photo Contest: everyone's invited!

#### Summary:

- Photographers from all cultures create an online photographic map of the world
- Lots of prizes to be won in three categories: nature, culture, people.
- Jury of well-known photography professionals.

The newly launched website [www.woophy.com](http://www.woophy.com) invites photography fans from all over the world to submit their most beautiful digital photographs for its 'Picture the World Photo Competition'. Anyone who uploads a picture before December 1<sup>st</sup>, 2005, will automatically take part in the contest. There are prizes to be won in the categories nature, people and culture. Winning pictures will be made public on the Woophy website.

#### Jury and prizes

An international jury of well-known photography professionals will select the winning pictures from a shortlist created by visitors to the website using the Woophy picture rating system. Chairman of the jury is former senior vice president corporate communications KLM, and initiator of several photographic events, Ron Wunderink. The prize-winning pictures will be part of an exhibit and publication. Prizes that can be won are: a Hexachrome museum quality print of the winning picture on canvas (50x70 cm / 20x28 inch); custom-made and personalized photo albums; copies of 'The earth from above' by Yann Arthus-Bertrand; Woophy t-shirts and gadgets.

#### About Woophy

With this international photo competition, Woophy hopes to promote its website among photographers world wide who will contribute to Woophy with lots of **beautiful images** of our world. Woophy stands for WOrlD Of PHotographY, a website founded by a Dutch collective of photo aficionados and internet designers who believe navigation on internet can be more visual, logical and associative. The **interface** of the Woophy website is dominated by a **large world map** which is entirely navigable. Uploading pictures on Woophy is **free**. With the help of (amateur) photographers across the world the world map will ultimately be filled with images from just about any possible corner of the world. Users upload their photos into a personal account protected by a password or can download pictures in high quality for personal use. User email addresses and passwords are not shared with any third parties whatsoever.

**More information:** See [www.woophy.com](http://www.woophy.com) and [www.woophy.com/press.html](http://www.woophy.com/press.html) for more details on the photo contest, the international jury, FAQ and contest rules. For further questions contact: Joris van Hoytema, [info@woophy.com](mailto:info@woophy.com), phone: +31(0)10-2417468, fax: +31(0)10-2417469