

SAFRA – Orchard Central Photography Competition

Rules and Regulations

OBJECTIVES

Calling all photography enthusiasts, in conjunction with the 10th SAFRA Photographer Of The Year, we invite you to join us in this photography competition. Whether photography is your passion, or your pastime, this competition is for you! Join our photography competition, and get a chance to hon your photography skill to win some prizes.

THEME

"A day in Orchard Central"

Entries submitted shall be based on the theme "*A day in Orchard Central*".

Participants are free to interpret the theme. You could submit photographs on what you get to do and see at Orchard Central. Get inspiration from the art installation within and around Orchard Central, **but not including the shop front (prior permission is required)**. Activities like dance performance, Cosplayers would be organized to inspire the photographers too, look out for the schedule at <http://safraphotoclub.com/pty>

Above are just some references to inspire photography enthusiasts and aid in their entries submission.

ELIGIBILITY & FEES

This competition is **open to all**, so feel free to join in! The only condition is that you need to be contactable and present on 27th March 2011 for the prize presentation. Winners not contactable would be disqualified.

Fees: **FREE**

SUBMISSION CRITERIA

All entries must be submitted online from the link provided by <http://safraphotoclub.com/pty>

Participants need to be a registered user in order to submit online, please follow the instructions provided closely to create and activate your account. All fields need to be filled during registration, which includes NRIC No. or Passport No.

Participants may submit as many entries as they wish. However each participant is limited to winning only one prize among his/her entries.

Participants may submit photographs in either color or monochrome.

All photographs must be in JPEG format (highest quality) and at least 2000 pixels on the longer side.

Composite photographs, multiple exposures, and images manipulated (electronically or otherwise) are **not** allowed.

Submissions received after the closing date will not be entertained.

Entries must be taken during the competition period (18th March 2011 – 26th March 2011) at Orchard Central.

Each entry shall be the sole, original and unpublished work of the participant, and should also not have been entered in previous photography contests held by any organisation, company, club or society etc.

SAFRA reserves the right to disqualify any re-used entry that has already been awarded prizes in other photographic contests or any entry that does not adhere to or comply fully with the terms and conditions specified in these rules and regulations without the need to publicise or notify the affected participant the reasons for disqualification.

All winning entries will become the property of the organiser. The organiser reserves the rights to reproduce, publish or exhibit winning and selected entries for non-commercial publicity purposes without payment of any fee.

Each applicant shall indemnify and hold SAFRA and its associates from and against any claim, demand or action by a third party, to the extent that such claim, demand or action alleges that the entered work violates, infringes or misappropriates any copyright and/or intellectual property rights of such third party. Without limitation, such indemnity shall include all damages, losses, costs and expenses (on an indemnity basis) suffered or incurred by SAFRA or its associates in connection with such claim, demand or action.

SAFRA reserves the right to interpret the rules.

SUBMISSION DETAILS & CLOSING DATE

Submission opens on 19th March 2011, Saturday, 12pm.

Closing date for all entries is on 26th March 2011, Saturday 8pm.

OPEN JUDGING

The organizer reserves the rights to appoint a panel of competent judges to judge the entries. The judges' decision is final and no correspondence or dispute will be entertained.

Entries will be judged on the following criteria:

1. Relevance to the theme 30%
2. Visual communication 20%
3. Creativity 20%
4. Overall technical quality 30%

Open judging of submitted entries will be conducted on **27th March 2011, Sunday, 10.00am** at Orchard Central. All participants and the public are welcome to observe the judging process.

All winners will be notified by phone to receive the prize on **27th March 2011, Sunday, 5pm**.

PRIZES

| | |
|----------------------|--|
| First Prize: | Nikon COOLPIX S80, S\$200 Orchard Central Voucher, S\$20 Spinelli Coffee Voucher |
| Second Prize: | Nikon COOLPIX S80, S\$180 Orchard Central Voucher, S\$20 Spinelli Coffee Voucher |
| Third Prize: | Nikon COOLPIX S80, S\$120 Orchard Central Voucher, S\$20 Spinelli Coffee Voucher |
| Fourth Prize: | Lastolite Ezybox speed lite, S\$98 Photobook Express Voucher, S\$20 Spinelli Coffee Voucher |
| Fifth Prize: | Tamrac Areo 36 Camera Bag, S\$98 Photobook Express Voucher, S\$20 Spinelli Coffee Voucher |