

Prix Pictet Earth's yearlong journey comes to an end at its final stop - Religare Art Gallery, New Delhi

- **The Prix Pictet is the first major photography prize to focus on the most important issue of our time: sustainability.**
- **Photographs by the twelve shortlisted artists will be shown at Religare Art from 30th November to 19 December 2010**

New Delhi, November 30, 2010: Religare Art Gallery is proud to present a selection of the prestigious and world famous Prix Pictet photography **portfolios shortlisted for the 2009 prize**, on the theme of 'Earth'. This will be the first time that the prize has been exhibited in India.

The Prix Pictet is a major photography prize launched two years ago by the Geneva-based private bank, Pictet & Cie. In this short space of time it has established itself as one of the world's most prestigious photography prizes.

The 2009 Prix Pictet was presented by **Kofi Annan**, former Secretary General of the United Nations and Honorary President of the Prix Pictet, to British photographer **Nadav Kander**, while the Commission was awarded to the American photographer **Ed Kashi**.

Other shortlisted photographers included some of the world's leading artists: Darren Almond, Christopher Anderson, Sammy Baloji, Edward Burtynsky, Andreas Gursky, Naoya Hatakeyama, Abbas Kowsari, Yao Lu, Edgar Martins and Chris Steele-Perkins.

The exhibition of work by the twelve artists has so far been seen at the Thessaloniki Museum of Photography, The Empty Quarter Gallery in Dubai, the Eindhoven University of Technology, the Gallery of Photography in Dublin, the Moscow House of Photography, Caprice Horn Gallery in Berlin, the Fondazione FORMA per la Fotografia in Milan and the Delegación de Asturias in Madrid. Also, the first group exhibition of photographs by the four laureates of the Prix Pictet to date was presented at the Musée de l'Elysée in Lausanne in June.

Each year Pictet & Cie supports the work of a charity whose work mirrors the theme of the prize. In 2009 Pictet & Cie supported Azafady, a UK-based charity and Malagasy-registered NGO. Ed Kashi visited Madagascar in January this year and an exhibition of the work he made there was first shown in March at the Diemar/Noble Gallery in London.

The prize is complemented by 'Earth', a book published by teNeues which covers the work of the 12 shortlisted artists and others nominated for the 2009 prize. All speak of the harmful and often irreversible effects of exploiting the Earth's resources and reflect on the immediate and long-term impact of unsustainable development on communities across the globe.

The **third cycle** of the Prix Pictet was launched at the Rencontres d'Arles festival in July 2010 with a presentation of works by the four laureates of the Prix Pictet. The theme for the third cycle is Growth. At

once a blessing and a curse, Growth, in all its forms, presents one of the great conundrums facing humanity in the early decades of the twenty-first century. From the dizzying expansion of our cities with their ever increasing dependency on scarce natural resources to the burgeoning populations and the need to feed ourselves, the theme of Growth presents a rich creative challenge.

The Prix Pictet Jury, under the Chairmanship of Professor Sir David King, will announce the third shortlist during Paris Photo in November. This announcement will be accompanied by a preview exhibition of the shortlisted works at Galerie Filles du Calvaire, Paris in November 2010.

Speaking in London recently Professor Sir David King said, 'The Prix Pictet is no longer arriving - it has well and truly arrived. The great challenge before us is to build on the achievements of the first two cycles of the Prize.' The rationale for the Prix Pictet has been recently summed up by the distinguished photographer and Prix Pictet nominator Jorg Colberg who said 'this is not art for art's sake, this is art for our sake.'

Ends

Notes to Editors:

About Religare Art

Today's complex market structures have spun art out of the cocoon of mere aestheticism into a more rooted role as a recognized financial asset, a derivative with immense powers of wealth generation, equal to those of any brick and mortar industry. Given this base, it is now for the greater public-driven organizations concerned with the well being of art, to ensure that all the diverse dimensions of art are nurtured and given the right exposure, so that art permeates completely into the societal fabric and enriches a wider consciousness.

Religare Enterprises Limited ("REL") launched "Religare Art" a wholly owned subsidiary in 2007. While most galleries, auction houses and art funds operate art businesses, Religare Art will conversely leverage the business for art.

Religare Art is committed to the business of arts and promoting art as an alternate investment option. The gallery is the first physical manifestation of this initiative.

To nurture talent, Religare Art proposes to establish gallery space(s) for shows and exhibitions of works of artists across the board. These gallery spaces shall double-up as venues for seminars, symposia, workshops and other interactions on art issues. Art – Artist - public interactions in these spaces will be documented to improve public consciousness. The first has been launched in New Delhi.

About Religare Art Gallery, New Delhi - www.religareart.com

Religare Art is committed to creating holistic arts initiative. In furtherance of this commitment, we shall provide a platform for artists of all ages, genres and statures. The gallery in New Delhi has been created as a platform that will help in promoting young artists as well as the art market in India.

Spread over an expanse of nearly 12,000 sq ft. and housed in the heart of the city of New Delhi - Connaught Place, the art hub seamlessly integrates two Galleries, a Cafeteria, a curio Store, a Resource Center and ancillary transitional spaces that can double up to accommodate seminars, symposia, workshops and other art activities. Religare Art also aspires to create and rejuvenate a space that enables art-artist-public interactions through a multiplicity of experiences and activities.

Some of the exhibitions that have taken place at the gallery since its opening in October 2008 are: Outer Circle, 16 contemporary and emerging artists; Phaneng: A Journey into Personal Engagement, 12 large scale black and white portrait photographs – Samar Jodha; Tribute Wall - three French graffiti artists – Dezer, Migwel and Keflione; Zip Files (group show, Edited By Ranjit Hoskote), Connaught Place-The Whynot Place, a day residency culminating into an exhibition of 24 artists etc. “The Decorated Cow” by Sidharth, “The Major Arcana” by Baba Anand, “THEWHYNOTPLACE – The Transforming State” a two month residency program for artists from India and all over the world, amongst many others.

About Religare Enterprises Limited – <http://www.religare.in>

Religare is an emerging markets financial services group with a presence across Asia, Africa, Middle East, Europe, and the Americas. In India, Religare’s largest market, the group offers a wide array of products and services including broking, insurance, asset management, lending solutions, investment banking and wealth management. With 10,000-plus employees across multiple geographies, Religare serves over a million clients, including corporate and institutions, high net worth families and individuals, and retail investors.

For Religare:

Global:

Subhrangshu Neogi

Director- Brand & Corporate Communications
Religare Enterprises Limited
Email: mediarelations@religare.in
Contact number: T: +91 11 39126165

India:

Samir Kapur

Religare Enterprises Limited
Email: mediarelations@religare.in
Contact number: T: +91 11 39126174

Ryan Alan Marshall

Religare Enterprises Limited
Email: mediarelations@religare.in
Contact number: T: +91 11 39126160

Sandeepa Santiago

Religare Enterprises Limited
Email: mediarelations@religare.in
Contact number: T: +91 11 39126191

For Quotient:

Pritha Sharma/ Deepika Moolchandani

Cell: (+91) 98118 – 56525/ 99995 - 78111

Landline: (+91) 11- 49502026

Fax: (+91) 124 - 4377616

Email: contact@quotientonline.com

Press contact information

Prix Pictet, UK - prixpictet.com

Erica Bolton & Jane Quinn Ltd

+44 (0) 20 7221 5000 -

erica@boltonquinn.com

Prix Pictet, France –

prixpictet.com

Catherine Philippot – Catherine

Philippot Relations Media

+ 33 (0) 1 40 47 63 42 -

cathphilippot@photographie.com

Pictet & Cie – pictet.com

Catherine Laugel – Pictet & Cie

+44 (0) 20 7847 5403 -

claugel@pictet.com

Notes to Editors

1. Prix Pictet - History

Established in 2008 by Swiss private bank **Pictet & Cie**, the Prix Pictet is managed by an independent company, Prix Pictet Ltd. In 2009 the award attracted nominations for over 200 photographers from more than 40 countries. In the previous two years, Prix Pictet's honorary president Kofi Annan presented the first prize of CHF100,000 to Benoit Aquin (2008) and Nadav Kander (2009). Pictet & Cie awarded commissions to Munem Wasif (2008) and Ed Kashi (2009) to create a body of work in regions where Pictet is supporting charitable projects - WaterAid in Bangladesh and Azafady in Madagascar respectively. The books *Water* (2008) and *Earth* (2009) are available from the Prix Pictet website and other outlets. www.prixpictet.com

2. Shortlist and winners Prix Pictet 2009

Darren Almond, UK; Christopher Anderson, Canada; Sammy Baloji, Congo; Edward Burtynsky, Canada; Andreas Gursky, Germany; Naoya Hatakeyama, Japan; Nadav Kander, South Africa (winner); Ed Kashi, USA (commission winner); Abbas Kowsari, Iran; Yao Lu, China; Edgar Martins, Portugal; and Chris Steele-Perkins, UK.

3. Shortlist and winners Prix Pictet 2008



Benoit Aquin, Canada (winner); Edward Burtynsky, Canada; Jesús Abad Colorado, Colombia; Thomas Joshua Cooper, USA; Sebastian Copeland, UK/France; Christian Cravo, Brazil; Lynn Davis, USA; Reza Deghati, Iran/France; Susan Derges, UK; Malcolm Hutcheson, UK; Chris Jordan, USA; Carl De Keyzer, Belgium; David Maisel, USA; Mary Mattingly, USA; Robert Polidori, Canada; Roman Signer, Switzerland; Jules Spinatsch, Switzerland; and Munem Wasif, Bangladesh (commission winner).

4. Prix Pictet Third Cycle – Executive and Secretariat

The members of the Prix Pictet Executive are Stephen Barber, Group Managing Director, Pictet & Cie and Chairman, Prix Pictet Ltd and Michael Benson, Director, Candlestar Ltd and Director, Prix Pictet Ltd. The London-based cultural consultancy **Candlestar Ltd** is the Secretariat for the Prix Pictet and Prix Pictet Ltd. Candlestar manages all the administrative, artistic, logistical and production aspects of the Prix Pictet award and the global exhibition tour.