

Blancpain introduces the Female Fifty Fathoms Award photography prize

With the aim of inspiring future generations, Blancpain, main partner to the 2021 edition of the Ocean Photography Awards (OPA) competition, is launching the Female Fifty Fathoms Award, a new category designed to reward women's achievements in the field of ocean photography.

Produced by Oceanographic Magazine, in support of ocean conservation charity SeaLegacy, the objective of the Ocean Photography Awards annual competition is to communicate the beauty of the ocean, as well as the many perils it faces. To achieve this goal, it calls on the talent and sensitivity of any individual involved in photography and using the ocean as their subject. Open to all, the contest is inclusive: amateurs and professionals, divers and surfers, young and old alike. It consists of six categories that deliberately leave the door open to interpretation, as well as an overall Ocean Photographer of the Year™ prize. The 2021 programme has been enhanced by a great new addition with the introduction of a complementary category in the form of the Female Fifty Fathoms Award, a prize introduced and awarded by Blancpain.

Despite their inclusive nature, the Ocean Photography Awards tend to attract a vast majority of masculine participants. Through the Female Fifty Fathoms Award, together with the competition organisers, Blancpain wishes to encourage women to share their perspective on the underwater world while promoting their involvement in the realms of diving, ocean photography and raising awareness of the ocean cause in order to inspire future generations. Candidates for the Female Fifty Fathoms Awards have to be pre-nominated for the competition by a person for whom they represent a source of inspiration. Photographers selected and who confirm their participation are required to follow the Ocean Photography Awards' standard judging process. Amongst the many prizes, the winner of the Female Fifty Fathoms Award will receive a timepiece from Blancpain's Fifty Fathoms diving watch collection. She will also enjoy the benefit of being present on the Brand's platforms, as well as in its communication materials used to raise awareness of the beauty of the ocean. Her name will thus be associated with renowned photographers such as Ernest H. Brooks II or Ellen Cuylaerts, both contributors to Blancpain's Edition Fifty Fathoms publications.

The Female Fifty Fathoms Award celebrates uncompromising femininity, addressing every woman who pushes the boundaries and innovates; pioneering, passionate women with a forward-looking approach and a firm commitment to the ocean.

Are you inspired by a particular photographer? Local or international, amateur or professional, famous or not, share her work to inspire more women to join the ocean community.

For information and registration: www.oceanographicmagazine.com/opa

Website: www.blancpain.com / Press Lounge: www.blancpain.com/en/press-lounge

