

# Picfair Returns with Women Behind The Lens 2018 - Enhancing female representation in a male-dominated photo industry

*Launches the second annual Women Behind the Lens competition, seeking a new generation of female photographers to share their perspectives of the world.*

LONDON, UNITED KINGDOM, August 2, 2018 /EINPresswire.com/ -- Picfair, the fair photography platform, is today launching the second annual Women Behind the Lens competition, seeking a new generation of female photographers to share their perspectives of the world.

2017's inaugural competition saw over 4,000 entries from 350 photographers in 40 countries, with the shortlisted entrants exhibited at The Guardian newspaper's in-house gallery in London. The exhibition will return to The Guardian this year, with the competition open for entries from 1st August 2018 to 1st October 2018.



Woman behind the lens

“

We were blown away by the quality of last year's entries, and want to build on the momentum we started by continuing to showcase the exceptional quality of female photography across the world.”

*Sally Hart*

Picfair - an open photographic platform for photographers of all levels of experience - launched the competition in 2017 to highlight the gender imbalance in the commercial photography industries, where just 2% of photographers on the books at major commercial agencies are women, and only 5% of the images used by leading photography publishers are from the lenses of female photographers.

The shortlisted entrants ranged from an engineer from the Forest of Dean, an archaeologist from the Scottish highlands, and an interior designer from Malaysia. The overall winner was Emma Williams, a paramedic from Milton Keynes, whose “freelensed” shot of her son

returning to school through a rain-drenched car window wowed an esteemed panel of judges.

“We were blown away by the quality of last year's entries, and want to build on the momentum we started by continuing to showcase the exceptional quality of female photography across the world.” said Picfair's Creative Director Sally Hart.

“Picfair was formed to make the world of commercial photography fairer, more open and more representative. By opening our doors to every type of photographer, from every type of background, we believe we can give image buyers more authentic, lesser-seen perspectives of

the world. It's absurd that female perspectives are in such a tiny minority in this industry, and we want to help change that".

#### Competition Details

Picfair's Women Behind the Lens 2018 invites female photographers to submit their images

In the categories of: Portrait, Architecture, Nature, Street Level

Submissions: 1st August 2018 -

11.59pm 30th September 2018

Winners announced: 1st November 2018

Exhibition dates: 29th October 2018 - 30th November 2018

For more information, please visit the Women Behind the Lens 2018 competition page, or email [hello@picfair.com](mailto:hello@picfair.com)

#### About Picfair

Picfair.com is an open-to-all photography platform that allows any photographer to upload their images and set a price for which customers can license them for editorial, marketing and advertising use. Their library hosts over 6 million images, curated by their in-house "Picked" technology, which combines both human quality assurance and algorithmic processes to surface the best images from Picfair's community of 35,000 photographers in 130 countries. Picfair was launched in 2014 by former Guardian & New York Times journalist Benji Lanyado, who built the site himself having learned to code at coding academy General Assembly. The company received initial

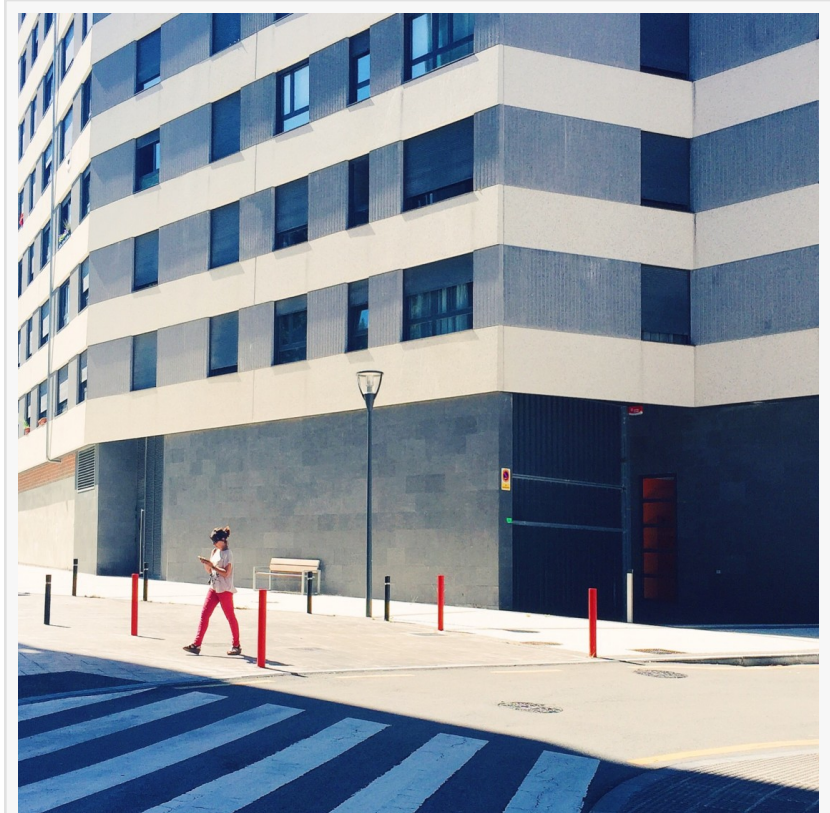
investment from a range of angel investors including Reddit co-founder Alexis Ohanian.

###

Media contacts:

Benji Lanyado  
Founder & CEO  
+44 (0)7980 300 606  
[benji@picfair.com](mailto:benji@picfair.com)

Ian Petras



Architecture entrant 2017



Nature entrant 2017

Head of Marketing  
+44 (0)7780 392023  
ian.petras@picfair.com

Related links:

Picfair: <https://www.picfair.com>

Entry page: <https://www.picfair.com/competitions/women-behind-the-lens-2018>

2017 wrap-up: <https://www.picfair.com/blog/post/introducing-women-behind-the-lens-competition-2017>

2018 launch post: <https://www.picfair.com/blog/post/women-behind-the-lens-2018>

Ian Petras  
Picfair  
+44 (0) 7780392023  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases. © 1995-2018 IPD Group, Inc. All Right Reserved.