



12 X 12

**B&W**  
**EDITION**

**VANCOUVER**  
**PHOTO MARATHON**

12 HOURS • 12 THEMES • 12 EXPOSURES

**SAT, AUGUST 18<sup>TH</sup> 2012**

**COFFEEBAR**

10 WATER STREET, VANCOUVER (GASTOWN)

[WWW.VANCOUVERPHOTOMARATHON.COM](http://WWW.VANCOUVERPHOTOMARATHON.COM)

## AN EYE FOR STORYTELLING: TALES IN SINGLE MONOCHROMATIC SHOTS

The 4th Annual 12x12 Vancouver Photo Marathon: B&W Edition

**Vancouver, BC (June 18, 2012):** Dust off those 35mm cameras because the 12x12 Vancouver Photo Marathon is back on Saturday August 18 and this time, we're turning back the pages to a forgotten chapter in photographic history. Set in the heart and birth place of the city where it all began, this year's participants will gather in Gastown where they will explore the art of storytelling by capturing their images in black and white film.

With a 35mm camera as the only requirement to take part, recreational and professional photographers will each be given a marked roll of film containing only 12 exposures. Beginning at 10am and at the top of every hour for the next 12 hours, a theme will be randomly drawn and released. Participants must interpret and capture each theme in one single exposure of film in the exact sequence that they are revealed. Once the clock strikes 10pm, only the completed rolls that have been returned will move on to the next stage of the challenge. Negatives will be developed and judged after the marathon, the results of which will be showcased at a free public exhibit where more than 700 photos will be on display and the winning entries announced and celebrated.

With the highly anticipated vibrancy that summer brings, it's no wonder that the city's explosion of colour becomes the source of inspiration for many photographers. The brilliant blues of a child's eyes create the perfect focal point in a still. The fiery red of a runaway balloon seizes attention. Now imagine the curtain falling on this play of colours, leaving nothing but infinite shades of gray. How do you then communicate your story? Suddenly, composition and lighting take centre stage. Perspective gets the limelight. Context now plays a role. In essence, a whole new world is brought forth. "Since photography emerged in monochrome format," says 12x12 creator Morten Rand-Hendriksen, "what better way to play tribute to the classic medium of film than by revitalizing this art form."

If a picture is worth a thousand words, get ready for an epic story.

**THE 2012 12x12 VANCOUVER PHOTO MARATHON**  
**SATURDAY AUGUST 18, 2012 · 10AM - 10PM**  
**COFFEEBAR · 10 WATER STREET, VANCOUVER (GASTOWN)**

The 12x12 Vancouver Photo Marathon is the first not-for-profit annual film-based photo marathon in British Columbia. It is open to anyone with a 35mm film camera. Tickets (\$36 each) must be purchased in advance, include film, and will go on sale at 8pm on Wednesday July 18th, 2012. Last year's marathon sold out within 10 minutes, so mark your calendars if you don't want to miss out!

-30-

**For more information or media inquiries, please contact:**

Angela Chih, Event Producer

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c: 778.388.3690

CAPTURED MEMORIES FROM THE 2011 12x12 VANCOUVER PHOTO MARATHON (PAGE 1 of 2)



PHOTO BY: SAM CHUA



A TRUE TROOPER, KENNY "LEGO" LOUIE GETS DOWN AND DIRTY TO SHOOT THEME 3: HUMAN NATURE



PHOTO BY: CYNTHIA GRIFFITHS

NICOLE MOFFAT LENDING MICHAEL LAWRENCE A HELPING HAND FOR THEME 9: TAKE IT TO THE GRAVE



PHOTO BY: BENJAMIN LUK



RUWAN FERNANDO PUFFS HIS WAY INTO RYAN MAH'S EVOCATIVE TRANSLATION OF THEME 6: ODOUR

**CAPTURED MEMORIES FROM THE 2011 12x12 VANCOUVER PHOTO MARATHON (PAGE 2 OF 2)**



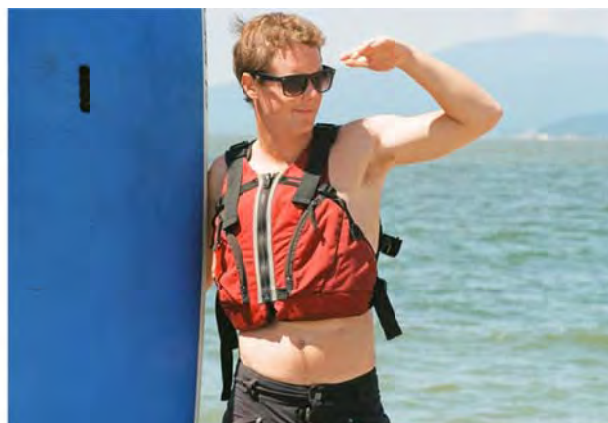
PHOTO BY: SAM CHUA



HOOVERING ACROSS TOWN. ERIC TONG TYING IT ALL TOGETHER. THEME 7: ECHO & THEME 8: TRAPPED



PHOTOS BY: BENJAMIN LUK



THROWING THE PITCH AND HITTING A HOME RUN. ALISHA EDGELOW RECRUITS FOR THEME 4: RELIABLE



PHOTO BY: BENJAMIN LUK

LOADED AND READY TO ROLL. 60 SNAP-HAPPY PHOTO MARATHONERS JUST MINUTES BEFORE KICK-OFF

**12x12 VANCOUVER PHOTO MARATHON IN THE MEDIA**

**TELEVISION:**



07.18.2011 Shaw TV, Urban Rush: [Michael Eckford & Fiona Forbes hosting](#)

11.10.2010 TELUS TV, myVancouver: [Dave Gerry hosting](#)

10.12.2010 Shaw TV, Urban Rush: [Michael Eckford & Fiona Forbes hosting](#)

09.12.2010 Global BC, Sunday Noon News: [Marisa Thomas reporting](#)

Some videos available at [YouTube.com/12x12yvr](http://YouTube.com/12x12yvr)

**RADIO:**

07.06.2012 CBC Radio 1: [On the Coast](#) - The 3<sup>rd</sup> Annual 12x12 Vancouver Photo Marathon

07.21.2010 CBC Radio 1: On the Coast with Stephen Quinn - Fireworks Photography Tips

12.11.2009 CBC Radio 1: On the Coast with Stephen Quinn - The Inaugural 12x12

**PRINT:**



09.10.2010 The Vancouver Courier: [They Shoot Pictures with Film, Don't They?](#) - by Cheryl Rossi

09.07.2010 Georgia Straight: [In Digital Age, 12x12 VPM Presents 35mm Film Challenge](#) - by Stephen Hui

02.06.2010 Ming Pao (Chinese) Magazine: Raw Talent [P1 P2 P3 P4](#) - by Wai Lam Cheung

01.15.2010 The Province: [Creative Thinking Wins Photo Marathon](#) - by Erik Rolfsen

12.11.2009 Metro Vancouver: [Photographers of the Past](#) - by Sean Kolenko

12.06.2009 The Province: [Shutterbugs to Go Retro for Photo Competition](#) - by Erik Rolfsen

Links to all articles are available at [VancouverPhotoMarathon.com](http://VancouverPhotoMarathon.com)

## WHAT MARATHONERS ARE SAYING ABOUT 12x12

*"I've never experienced anything like it as the amateur that I am. A 12-hour day that wracks your brain to the bone of its creativity. Not for the faint of heart, but absolutely worth it."*

**Jaclyn Bruneau | 2009 Marathoner #10**

*"Having an hour or less to conceptualize, interpret and execute an idea forced me to step out of my comfort zone and really test my mental and physical endurance. 12x12 taught me how to commit myself to an idea without the luxury of reflection. The shots I saw from all the participants were observation & inspiration driven. And I found that very refreshing."*

**Dan Jackson | 2009 Marathoner #24 · 2010 Marathoner #45 · 2011 Judge**

*"12x12 was a turning point in my life. I've always loved taking photos, but never really thought anyone would take me seriously because I am older and legally blind. 12x12 proved to me that I can do ANYTHING - and I have pursued my love of photography with even more passion."*

**Cathy Browne | 2010 Marathoner #46 · 2011 Marathoner #36**

*"I love 12x12 for what it brings back. We're losing our sense of rhythm rapidly in the digital culture. Shooting film, getting one chance, being on a schedule that won't wait for you, walking and feeling the living city under your feet, there is a rhythm to these things which we must bend with, rather than command, one that echoes the heart in a profound way. I can still feel the city that day. For me, 12x12 is a saturated memory - something we are built to have, and something we are losing."*

**Chris Yakimov | 2010 Marathoner #29 · 2011 Marathoner #25**

*"Not only did I meet some great local photographers, who have now become good buddies, but this event has helped me so much with my own photography skills. I had very little interest/experience using a film camera when I did the first marathon. Working with film helped me understand the basics of photography much better and has improved my digital photography as well. This has improved my blog and I've also been able to incorporate my photography skills into my day job."*

**Carol Browne | 2009 Marathoner #8 · 2010 Marathoner #37 · 2011 Marathoner #10**

*"12x12 impacted me in two major ways: 1) It really made me stop and think about my photos before taking them. To really look around the frame before making that commitment 2) Really SEEing the world that is Vancouver. For 12 hours on a rainy day, I saw a part of Vancouver in detail and tried to tell a story with what I saw. After 12x12 I feel film is an easier medium to shoot than digital!"*

**Zachary Wong | 2010 Marathoner #14 · 2011 Marathoner #52**

*"12x12 has been a great venue for me to explore film photography and to test out different cameras. I find the Marathon showcases great talent, passion and varied interpretations of every theme. It not only tests your endurance but creativity and it has been a great learning experience. I truly enjoy that there is still support and passion for almost a lost art. Hope this Marathon continues for years to come."*

**Elizabeth Peña | 2009 Marathoner #43 · 2010 Marathoner #21 · 2011 Marathoner #42**

*"All the hard stuff is overcome by the joy of meeting other photographers, using my brain in a new way to think of photos, and do not forget the show after, seeing everyone's work."*

**Bev Davies | 2009 Judge · 2010 Marathoner #22**

## FREQUENTLY ASKED QUESTIONS

### **When and where will the event be held?**

Home base for the marathon on Saturday August 18th, 2012 will be the [COFFEEBAR](#) in Gastown: [10 Water Street, Vancouver](#). Registration begins at 9am and the marathon takes place from 10am-10pm.

The exhibit showcasing all the photographs taken during the marathon will be held in September approximately a month after the marathon. Further details to come.

### **How much are the tickets?**

\$36 is the ticket price per entry (only one ticket per person) and will be available for purchase starting at 8pm on Wednesday July 18th, 2012 at [VancouverPhotoMarathon.com](#). Please note: Tickets will **not** be sold during the marathon.

### **It's called a marathon. Do I have to run?**

No, there is no running required. The name "Photo Marathon" stems from the long duration of the contest more than the activity involved. Running is not required but there's a good chance some of the participants will be running from place to place to get the photos they want.

### **Do I need to bring my own film / Do I need to develop my own film?**

No. Each participant will be provided with a marked roll of 35mm film during event registration (9am - 10am) on Saturday August 18th, 2012. Participants will be required to return the spent film by 10pm and it will be developed for them. Prints will be showcased at the exhibit in September, and all the photos will then be uploaded to the [12x12 Vancouver Photo Marathon Flickr account](#) for public viewing.

### **Do I need to be a professional photographer to participate?**

No. Photo enthusiasts of all skill levels are encouraged to participate. Each of our marathons has welcomed men and women from all walks of life, from professional photographers to a construction worker, a dental hygienist, a diamond mine worker from the Northwest Territories, and even someone legally blind! All you need is a love of photography, a 35mm camera, creative ideas and lots of energy.

### **What kind of camera or equipment do I need to participate / What is a 35mm film camera?**

To participate, all you need is a functional 35mm camera, which is any camera that takes pictures using "regular" film. Most of the older photo cameras are 35mm cameras. Just make sure it opens in the back so you can insert the film (in contrast, an APS camera only has a small hole on the bottom where you drop the film in). If you are unsure if your camera is a 35mm camera, take it to a photo store to inquire, or [contact us](#) with the make and model of the camera and we'll be happy to find out for you.

### **What will the themes be and what will they be judged on?**

On marathon day (August 18th, 2012), one theme will be randomly drawn and announced at the top of every hour starting at 10am. Themes can be anything from single words to short phrases that are open to interpretation. Past examples include "loud," "wild goose chase," "torn apart," "my greatest wish," and "vague." Participants will only have one exposure to capture each theme in the exact sequence that they are given. Photos will be judged on creativity, aesthetics, theme interpretation, and overall series.

### **Will themes be announced via Twitter/Facebook at the top of each hour?**

No. Not everyone has a smart phone so to level the playing field and increase the challenge, participants must return to home base at the top of each hour to receive the theme of the hour. However, participants may share information amongst each other at their discretion.

### **What happens to the negatives afterwards / Can I have mine back?**

Yes. All negatives will be available for pickup during the exhibit in September.

### **Who are the judges?**

This year's awesome panel of judges will be announced soon. Check the website for updates.

### **How many people are participating?**

Officially, a maximum of 60. However, participants are welcomed and encouraged to bring along any friends or family members for inspiration or to lend an extra pair of hands.

### **Where does the money from ticket sales go?**

The 12x12 Vancouver Photo Marathon is a not-for-profit initiative and we strive to make it as affordable as we can. The ticket price helps cover the many expenses incurred by putting on the marathon and the subsequent exhibit. The resulting funds help pay for things such as event insurance for two major events, venue and equipment rentals, printing costs, prizes, the site domain, and the Flickr Pro account to name a few of the essentials. Our goal each year is to break even, and that is only possible through the generosity of our sponsors, be they individuals or organizations. If you are interested in supporting the 12x12, please refer to the last page for more information on how you can become a sponsor.

### **Who created the 12x12 Vancouver Photo Marathon?**

Morten Rand-Hendriksen of Pink & Yellow Media imported the idea of a photo marathon from Scandinavia and created the 12x12 to offer photographers a fun and creative challenge using the classic medium of film. [There are many photo marathons happening all over the world throughout the year.](#) We sincerely hope you enjoy it as much as we do organizing it!



## SPONSOR PACKAGES

### ABOUT THE 12x12 VANCOUVER PHOTO MARATHON

Now in its fourth year, 12x12 was created as a not-for-profit initiative to offer an event where all the communities of photography enthusiasts in Metro Vancouver can come together for a day of creative fun using the classic but fading medium of film. While similar photo marathons are held throughout the world, 12x12 is the first and only photo marathon in British Columbia.

When the photo marathon begins, each participant is given one roll of film with only 12 exposures. At the top of every hour for 12 consecutive hours, a theme is randomly drawn and released. Participants must interpret and capture each theme using one single exposure of film in the exact sequence that they are revealed. Once the twelfth hour runs out, only the completed rolls that have been returned move on to the next stage of the challenge.

Negatives are developed and judged after the marathon, the results of which are revealed at a free public exhibit. Held approximately a month after the marathon, the exhibit (entitled "Raw Talent") showcases over 700 photos and celebrates the winning entries which are kept secret until the gala evening event.

### AUDIENCE

Sponsorship of the 12x12 Vancouver Photo Marathon is an incredible opportunity to reach an engaged audience of local photographers and photography enthusiasts in person at two local events. 12x12 is open to all photographers, be they recreational or professional, and has brought together hundreds of people from all walks of life. Due to its general appeal, the photo marathon has always sold out well in advance of the event, while the subsequent exhibit has consistently drawn hundreds of people each year to view the 700+ photos on display and meet like-minded photography enthusiasts and artists.

In addition to reaching hundreds of photography enthusiasts and artists in person, past sponsors of the 12x12 Vancouver Photo Marathon have also received an average annual click-through-rate of 3,867 per sponsor advertisement at [www.VancouverPhotoMarathon.com](http://www.VancouverPhotoMarathon.com).

As the only photo marathon event and exhibit in BC, the 12x12 Vancouver Photo Marathon continues to attract an incredible amount of support from the arts and photography community.

### SPONSORSHIP OPPORTUNITIES

Get connected with hundreds of photographers and photography enthusiasts interested in your product or service by contacting Angela Chih via email at [Angela@VancouverPhotoMarathon.com](mailto:Angela@VancouverPhotoMarathon.com) or by phone at 778.388.3690. As a Bronze, Silver, Gold or Platinum sponsor, you will receive all the associated benefits outlined in the next page.

**BRONZE \$250 (Unlimited)**

- Acknowledgement during the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**SILVER \$1,000 (5 max)**

- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**GOLD \$3,000 (5 max)**

- Dedicated blog post featuring the company and its products/services on the VancouverPhotoMarathon.com blog (includes product photography and writing)
- Invitation to draw a theme and be introduced to participants during the photo marathon
- Dedicated social media mentions leading up to and during the photo marathon
- Option to provide advertising materials to contestants in their registration package
- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon
- Corporate logo and link on the VancouverPhotoMarathon.com homepage

**PLATINUM \$5,000+ (3 max)**

- Featured sponsor video on VancouverPhotoMarathon.com (includes professional film production and editing. Please contact 12x12 to view an example)
- Dedicated blog post featuring the company and its products/services on the VancouverPhotoMarathon.com blog (includes product photography and writing)
- Corporate logo and link on the VancouverPhotoMarathon.com homepage
- Additional larger cycled linked corporate logo on the VancouverPhotoMarathon.com homepage
- Invitation to draw a theme and be introduced to participants during the photo marathon
- Dedicated social media mentions leading up to the Raw Talent exhibit
- Dedicated social media mentions leading up to and during the photo marathon
- Option to provide advertising materials to participants in their registration package
- Corporate logo displayed at the Raw Talent exhibit
- Corporate logo displayed at the photo marathon
- Acknowledgement during the Raw Talent exhibit opening speech
- Acknowledgement at the start of the photo marathon

**IN-KIND SPONSORSHIPS**

The 12x12 Vancouver Photo Marathon is also seeking in-kind sponsorships for the following items and services: DJ services and catering for the Raw Talent exhibit. Companies and individuals providing products and/or services in lieu of monetary sponsorship will receive the same cash sponsorship benefits according to the corresponding value of the products and/or services provided.