

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

e: Angela@VancouverPhotoMarathon.com

c: 778.388.3690