Global SinoPhoto Awards



2025

GSPA Revisited 2020 – 2024 King Street Gallery, Christie's London Jan/Feb 2025

We are delighted to announce the GSPA Exhibition 2025 which once again will be cohosted with Christie's. We will be revisiting the incredible images from the contest over our first four years from 2020 – 2024 and inviting the public to vote for the their favourite image for the 'People's Choice' Prize.

Background:

Global SinoPhoto Awards (GSPA) was inspired by the Family of Man photographic exhibition curated by Edward Steichen for MoMA in 1955. This most influential and well-attended exhibition in the history of the medium included works of photographers from 68 countries with one aim: to illustrate the common values that bind us, whoever, wherever or whatever our heritage.

GSPA founder Yintong Betser integrated this spirit with her own Chinese heritage, one of the world's oldest cultures. Chinese foreign trade began as early as 206BCE, when the famous "Silk Road" was pioneered by Chinese envoys, creating not only a Chinese diaspora but a fascination for its culture throughout the world. Chinese New Year has been integrated into many Western calendars; the practice of Tai Chi can be seen in many European parks and who hasn't attempted to eat with a pair of chopsticks? These integrated and shared experiences are at the very heart of GSPA.



The overall objective of the Awards is to showcase Chinese culture and how it permeates our world, through remarkable photography. In only four years the Awards has generated a significant impact on photography and cultural connectivity. Thanks to the continued support of Christie's, the forthcoming exhibition 2025 will again be hosted at its flagship Gallery in London, where we will take a deeper dive into the extensive range of submissions from these formative years.

Global **SinoPhoto** Awards



Curation direction of the exhibition:

Selection of images: images will be chosen from the wide pool of entries to date from GSPA 2020 – 2024, without prejudice to the previous winners. The Awards exhibition encompasses two differing photographic approaches: Observational and Creative; Single images or a Portfolio.

This year, for the first time, we will be asking visitors to the exhibition to vote for the **People's Prize** which will be presented by our special sponsor at a special event at the beautiful central-London premises of our co-host Christie's.



Above photos by: Corina Gertz (top left), Eric Leleu (bottom left) Daniela Olave(right)

We are always happy to discuss sponsorship opportunities available on request

Contact: Yintong Betser E: yintong@activeukchina.com M: +44 (0)7866 482 435 For further information: <u>www.sinophoto-awards.com</u> or Instagram @globalsinophoto