

News release

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**Global SinoPhoto Awards 2025 presents year of reflection  
with exhibition to be held at Christie's**

**Culture Identified: Global SinoPhoto Awards Revisited 2020 – 2024  
In association with Raymond Legal**

The Global SinoPhoto Awards (GSPA) annual photography contest, which showcases a shared Chinese culture worldwide through photography and promotes photographers internationally, is marking its fifth year with an exhibition to be held at Christie's London from 13 January to 2 February 2025, presenting a year of reflection that aligns with the celebration of the Chinese New Year. In addition, for the first time, the Awards are introducing a special People's Award in this landmark year.

The exhibition of about 70 photographs, sponsored by Raymond Legal, entitled 'Culture Identified', will be selected and curated from the wide pool of entries from GSPA 2020 – 2024, without prejudice to previous winners. Over the last four years, the Awards have collected thousands of images from hundreds of photographers from more than 40 countries. The People's Award will be chosen by visitors to the exhibition and through social media.

GSPA founder, Yintong Betser, a UK resident for over 30 years, embodies the spirit of the Awards with her own Chinese heritage, one of the world's oldest cultures. She says, "Chinese foreign trade began as early as 206BCE, when the famous 'Silk Road' was pioneered by Chinese envoys, creating a Chinese diaspora and 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 city parks and who hasn't attempted to eat with a pair of chopsticks?"

"Thanks to the continued support of Christie's, the forthcoming exhibition in 2025 will again be hosted at Christie's London where we will take a deeper dive into the extensive range of submissions from these formative years. The exhibition will, through our remarkable photography by photographers from all over the world, showcase the Chinese culture identified globally as well as in China."

The creation of the Global SinoPhoto Awards in 2020 was inspired by a pioneering photography exhibition created in 1955 by the Museum of Modern Art in New York entitled 'The Family of Man'. The most influential and well-attended exhibition in the history of the medium, it created the feeling that we are all part of one family, 'the family of man'.

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