



For Immediate Release
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5th ANNUAL LUCIE AWARDS HONOR PHOTOGRAPHERS AWARDS CEREMONY, PRESS LUNCH BRING TOGETHER HONOREES, MEDIA, INDUSTRY PRESENTERS AND HOST LILI TAYLOR

PRESENTED BY PILSNER-URQUELL

New York, NY, (October 15) — New York City again hosted the **5th Annual Lucie Awards** in a gala black-tie ceremony and awards program held for the first time at the prestigious Avery Fisher Hall, Lincoln Center. The Lucies – the world’s most esteemed photography awards ceremony honoring the greatest achievements in the field – presented awards in categories ranging from Lifetime Achievement to Visionary to Achievements in support categories from fashion to advertising to fine art. As 2003 honoree Douglas Kirkland put it, “The movie industry has its Oscars and the photography community has its Lucies.”

“Each successive year, we are thrilled to witness the roster of honorees build on the history made the prior years of the Lucies,” said IPA/Lucies founder Hossein Farmani. “We are privileged again to have a stellar group of enormously talented honorees, paired with equally fascinating presenters. These men and women are truly the best in their respective fields.” This year, 1600 people attended from 25 countries around the globe.

The 2007 honorees and presenters are:

Elliott Erwitt (Lifetime Achievement) presented by Mark Lubell, Magnum Photos

Kenro Izu (Visionary Award) presented by Phil Borges, photographer

Ralph Gibson (Achievement in Fine Art) presented by Lou Reed, musician/photographer

Eugene Richards (Achievement in Documentary) presented by Hamilton Fish, philanthropist

Philip Jones Griffiths (Achievement in Photojournalism) presented by Robert Dannin, author

Lord Snowdon (Achievement in Portraiture) presented by Terry O’Neill, photographer

Deborah Turbeville (Achievement in Fashion) presented by Vince Aletti, photo critic

Howard Zieff (Achievement in Advertising) presented by Robert Benton, director and Barney Melsky, agent.

Heinz Kluetmeier (Achievement in Sports) presented by Lynn Swann, athlete, broadcaster

Additionally, AtEdge presented the **International Photographer of the Year Award** with **Massimo Mastrorillo** claiming the Award from among finalist's George Logan; David Bowman; Sebastian Copeland; Ted Sabarese; Josef Hoflehner; Michael Bednar; and Rainer Viertlboeck.

Pilsner Urquell presented the **Discovery of the Year Award** to **Larry Louie** chosen from among finalists including Garrett Priddy; Kimo Proudfoot; Lung Liu; Levi Van Veluw; Mitch Dobrowner; and Oleg Duryagin. Mastrorillo and Louie win \$10,000 and \$5,000 prizes, respectively.

For the very first time in Lucie Awards history, Pilsner Urquell also presented **Charlie Crane** with a prize of \$5000 and a Lucie statue for the **International Photographer of the Year - Deeper Perspective Award**.

Also making Lucie history, **the Spotlight Award**, presented by Hasselblad, was bestowed for the very first time celebrating the specific achievements of an individual, organization or corporation whose endeavors have significantly changed the landscape of photography. Christian Poulsen, CEO, Hasselblad A/S, proudly presented this inaugural award to **Magnum Photos**.

The IPA also conferred awards in six support categories:

Picture Editor of the year – **James K. Colton, Sports Illustrated Photo Magazine** of the Year – **Aperture**
Fashion Layout of the Year – **Harpers Bazaar**, Metallic Moments by **Peter Lindbergh**
Book Publisher of the Year – **Powerhouse Books, Darfur: 20 Years of War and Genocide in Sudan**
Print Advertising Campaign of the Year – **Ogilvy and Mather, Chicago – Dove Pro Age**
Photography Curator of the Year – **Brett Abbott**

Finally, a posthumous tribute was presented to the late **Alexandra Boulat**, the photojournalist who passed away October 5 of this year in Paris. After the ceremony, honorees and presenters celebrated at a dinner at Tavern on the Green.

Host **Lili Taylor** kept the Awards evening flowing with a combination of charm and humor. A renowned stage and screen actress whose roles have earned her Emmy nominations, a Screen Actor's Guild Award, a Blockbuster Award and a Special Grand Jury Prize at Sundance and an Independent Spirit Award was a delightful host for this special evening.

The Awards actually cap a weekend of celebration of photography hosted by the Lucie Awards' governing body, the International Photography Awards or IPA. Saturday evening there was a Best of Show and Honorees exhibition and party at Splashlight on W. 35th Street with over 600 guests seeing the debut of the exhibit. On Sunday, the honorees, along with selected worldwide media, celebrated with a lunch also at Splashlight. This year, with the introduction of the Splashlight Photo Booth, the Lucies have made it its goal to publish a book of images that "turn the camera on the industry." The Booth was at all 3 Lucies events, with photos taken by award winning photographer Robert Leslie.

The Lucie Awards official media partner is PDN and Photo Plus International. Additional support is provided by AtEDGE, BlackBook, Canon, Dr. Garber's Natural Solutions, Hasselblad, HP, Ilford, Kingston, Lensbabies, Photoflex, Splashlight, Wacom and Workbook.

Additional information about the Best of Show debut at Splashlight on Oct. 13 is available at the www.lucieawards.com website.

About the International Photography Awards

The International Photography Awards' three fold mission is to salute the achievements of the world's finest photographers, to discover emerging talent and to promote the appreciation of photography. The photography communities from countries around the globe pay tribute to the year's most outstanding photographic achievements at the annual Lucie Awards ceremony. Presented by Pilsner Urquell, the Lucies recognize men and women whose life's work in photography merits the highest acclaim by their peers. The winners of IPA Photographer of the

Year, the Discovery of the Year and Deeper Perspective Photographer of the Year are announced at the Lucies and are awarded cash prizes and statues. The Lucie Awards is a 501(c)3 non-profit charitable foundation.

About Pilsner Urquell

Pilsner Urquell is the first clear golden beer, created in 1842. Pilsner Urquell means 'pilsner from the original source'. Pilsner Urquell is the flagship brand of SABMiller's international brand portfolio and is a contender in the premium status segment of the market. The brand states its global vision as being 'To be the most rewarding beer choice amongst premium status beer consumers'.

The brand has made it its mission to support and promote photography as a contemporary art form that inspires people around the world and took on title sponsorship of the International Photography Awards and Lucie Awards in 2005.

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