

# Press Release

11 June 2010

## Young Photographers Alliance launches in Britain

We are delighted to announce that the American photographic charity, Young Photographers Alliance (YPA), is establishing in Britain. Founded in New York in 2009 by Jerry Tavin and Deborah Free, the Young Photographers Alliance was created to help promote emerging photographic talent. Now forming in Britain, the foundation is dedicated to rallying the resources of the creative community and the general public in support of young, gifted photographers. Led by some of the most notable professionals in the business, YPA will inspire and encourage budding photographic talent through mentoring programmes, educational outreach, networking opportunities, and scholarships/bursaries.

YPA UK Advisory Board leader, Erin Moroney, says “I’m really excited to get YPA off the ground here in Britain. Particularly given this challenging climate, it’s crucial to nurture young talent to support the future of the industry. We’ve assembled a fantastic board of leading picture editors, art buyers, and educators who bring with them years of photographic experience. Although financial assistance will become part of the programme, I really want to concentrate on supporting them in the best way we can— by taking full advantage of the board’s expertise and connections!”

This month YPA UK is launching its first initiative, an annual mentoring programme, teaming acclaimed professional photographers with select, young emerging photographers. The students will learn first-hand from leading photographers, working on assignment in small groups alongside their mentors. This summer the mentoring programme will span ten cities in the US, Canada, and England, working to one creative brief, “Answering Adversity”. The mentoring teams will create compelling photographic projects, each with a unique viewpoint, which will be exhibited and published internationally. Award winning reportage photographers Justin Sutcliffe ([www.justinsutcliffe.com](http://www.justinsutcliffe.com)) and Vicki Couchman ([www.vickicouchman.com](http://www.vickicouchman.com)) will be YPA UK’s inaugural mentors.

The Young Photographers Alliance is also planning networking and portfolio review events to help kick start young photographers’ careers. These events will create important opportunities for young photographers to gain one-on-one time with elusive picture buyers. Based on a “speed dating” model, these events will give young photographers a few minutes to show their folios to a range of leading editorial/ advertising clients and photographic libraries/agents. Young photographers from around the country will be asked to submit work for consideration for participation. Condé Nast Photography Director and YPA UK Advisory Board member, Caroline Metcalfe says “I am excited to participate alongside my many highly regarded committee members in the YPA folio reviews. I am confident that we will find some exceptional talent among the many students who will attend and know that they will find an enormous amount of encouragement and advice readily on hand.”

Marking the launch of the foundation in Britain, YPA is also pleased to announce its partnership with the renowned UK-based photographic competition, Travel Photographer of the Year (TPOTY – [www.tpoty.com](http://www.tpoty.com)). YPA’s partnership with TPOTY will help to provide support and guidance to the winners of the New Talent, Emerging

Talent, and Young TPOTY winners. Prizes for these categories will include places on YPA portfolio reviews and on next year's YPA mentoring programme.

To find out more about the Young Photographers Alliance, please visit our website: [www.youngphotographersalliance.org.uk](http://www.youngphotographersalliance.org.uk).

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**UK Advisory Board Members:**

Sophie Batterbury, *Independent on Sunday*

Jo Booth, National Media Museum

Marni Brownlees, Dare Digital

Simon Cave, Spencer Cave / Arcaid

Simon Cliffe, BAPLA

Chris Coe, Travel Photographer of the Year

Colin Jacobson, *Reportage* / Westminster University

Edward Leigh, Visual Connections

Caroline Metcalfe, *Condé Nast Traveller*

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