



H A S S E L B L A D

Hasselblad//Masters 2016 Rules & Regulations

Who can enter

The Hasselblad Masters Competition is open to all photographers who have been active professionals* for more than three years and who are using digital cameras of at least 16 Megapixel, or film cameras, regardless of brand and format. The **Project//21** category is open to all photographers under the age of 21.

No employee of Hasselblad, and their respective parent companies, subsidiaries, affiliates, sales representatives, distributors, manufacturers, licensees or agents and their immediate family members, are eligible to participate in this Contest. All applicable federal, state, municipal, and local laws and regulations apply. Void where prohibited. Hasselblad staff will determine entry eligibility.

How to enter

Admissions start February 2015 and you have until 31st May 2015 to get your entries to us. Fill in the online entry form and then click on the "Upload a Photo" link to submit the images. Only JPEG files smaller than ten (10) MB will be accepted. All files should include full EXIF/Metadata. Entrants must submit three (3) photos in at least one category and you're allowed to enter as many categories as you like, as long as you submit three (3) images to each one. The three images do not have to form a set or series and each image will be judged on its own merits, giving each entrant more chances of being selected as a finalist.

Categories

There are 10 categories in the competition:

Art

High-quality images that have been created by an individual to fulfil their creative vision.

Landscape/Nature

Photographs that capture the beauty of the natural world in all its forms, from stunning landscapes through to perfectly executed images of flora and fauna.

Wedding

This category is open to photographers capturing outstanding images of any aspect of a wedding in styles that range from the traditional through to the more individual approach.

* with the exception of the Project//21 category

Portrait

A wide-open category that covers any photography of the human form, ranging from full-length studies through to head and shoulders and close-ups, with the emphasis on creativity.

Fashion/Beauty

The glitz and glamour of the fashion and beauty world is covered by this category, and we're looking for some inventive and exciting work that truly reflects the dynamism of this sector.

Product

Here the definition of product is as far ranging as the photographer wants to make it, with subjects ranging from cars through to food or packaging being equally eligible, while the brief could be a commercial one or self set.

Architecture

With every type of building from the grand through to the humble being open to photographers, we're looking for an imaginative interpretation of the architectural theme.

Wildlife

A wide open category that covers all forms of wildlife, from the huge through to the tiny. Our only stipulation is that images depict living creatures and any entries showing stuffed or dead animals will be automatically excluded.

Project//21

Project//21 is a general photographic category open to all amateur photographers, students, assistants and young professionals 21 years old and under.

Street/Urban

The category here is the realism of the genre; not just gritty street photography, but also the city itself (and it's life) and the people who live in it.

Rules

To meet the rules of the competition you need to upload three (3) images in each category you choose to participate in, and you can enter all of the 10 categories should you wish. Your three (3) images will be judged independently, although each candidate's entire body of work may be considered for judging purposes, through the perusal of websites, links etc to access further images where desired. An entrant must hold all rights to the photographs submitted, including model releases, etc. All files should include full EXIF/Metadata. They must also grant Hasselblad the right to use the submitted images in Finalist exhibitions and online activities, which can include press articles, Hasselblad publications, VICTOR Magazine, Bulletin and website news.

The photographer must have authorisation to use any photos that have been previously published or are awaiting publication, Photos that violate or infringe upon another person's copyright, are not eligible.

Submissions must be made digitally, regardless of capture form.

To be eligible, the submitted photos must be shot using either a Digital system, minimum of 16 megapixel, or they can be scanned 35mm, medium format or large format film.

When entering the Awards, the entrant must agree to the Masters Programme rules and regulations.

Prizes

Each of the category winners will be sponsored with Hasselblad camera equipment for a period of approximately four months. During this time the photographer can use the equipment at their discretion to create a set of images for a special Masters Commemorative book that will subsequently be published. All winning images will be published on the Hasselblad global website, in VICTOR magazine, will be presented at the exhibitions around the world and will feature in Hasselblad advertising and Masters Partners promotions and in the Hasselblad Masters Book Vol. 5. The book will be launched at photokina 2016 and the winners will be presented with a trophy.

Each of the 10 winners will also receive a high-end medium format Hasselblad camera to keep.

Hasselblad reserves the right to use all Masters images indefinitely across digital & print platforms and will always credit the photographer appropriately.

Judges & Jury

Hasselblad Masters are carefully selected by three juries – the Hasselblad Internal Jury, the Hasselblad Public Jury and the Hasselblad Masters Jury.

Hasselblad Internal Jury

This jury consists of Hasselblad employees that are skilled photographers or who work with photographers, photographs and photographic media. The task of this jury is to select the 100 Hasselblad Masters finalists through an internal voting system.

Hasselblad Public Jury

The Hasselblad Public Jury will select 10 winners from the 100 finalists. The Public Jury votes using a rating system where they can award 1, 2 or 3 stars to an image in each category. It is not possible to vote more than once on an image, and once the 6 allotted stars are used up, that image category is considered closed and the voter can move on to the next category. It is not mandatory to vote in all 10 categories.

Hasselblad Masters Jury

The Hasselblad Masters Jury features 24 of the industry's most respected photographers and established editors, along with previous winners of the Masters competition. Together they constitute the majority of the Masters votes, and use the same star rating system as the public jury. Once the Masters jury has completed their votes, the result of the public jury is taken into account and the winners for the 10 categories are announced.

Terms of Participation In The Hasselblad Masters Programme

1. Background

- 1.1. Victor Hasselblad AB, a limited liability company, registered under the laws of Sweden (“Hasselblad”), domiciled Utvecklingsgatan 2, 41756 Göteborg, Sweden, launched and runs the Hasselblad Masters Awards.
- 1.2. The Photographer selects and provides Hasselblad with a number of images within one of ten categories making up the Hasselblad Masters Awards.
- 1.3. Hasselblad has pre-selected the Photographer as a winner of one of the ten categories covered by the Hasselblad Masters Awards and the Photographer will be announced as a Hasselblad Master, subject to the Photographers acceptance of the Terms.

2. Hasselblad Masters

- 2.1. Hasselblad will announce the Hasselblad Masters and will show their winning images on its website, by mail, by a worldwide press release, and in other Hasselblad Publications.
- 2.2. The Photographer is entitled to freely market him or herself as a Hasselblad Master. The Hasselblad Master title, however, may not be used by the Photographer – directly or indirectly – by any means in connection with the marketing of any form of products or service.
- 2.3. As a Hasselblad Master, you are representing Hasselblad as an ambassador of the brand, and as such will be required to attend Hasselblad, or Hasselblad sponsored events at our request. Suitable notice will be given for such occasions.

3. Hasselblad Masters Book

- 3.1. Hasselblad will publish a high quality photo book (the “Hasselblad Master Book”) containing a special feature on each of the ten Hasselblad Masters together with a selection of images to be taken by each of the Hasselblad Masters using a provided Hasselblad camera, cf. clause 3.2 (the “Book Images”).
- 3.2. For the purpose of taking the Book Images, Hasselblad will free of charge lend each Hasselblad Master a Hasselblad digital system. (The Equipment).
- 3.3. The Photographer shall provide Hasselblad with at least 10-20 (Themed) Book Images (taken using the Equipment) within the same category as the Photographer was awarded as a Hasselblad Master. Apart from these requirements, the Photographer shall enjoy artistic freedom in respect of the Book Images. Hasselblad retains the right to cancel any image or images that are in any way conflicting with Hasselblad’s aesthetic or ethical standards, including, but not limited to:
 - Overly erotic or pornographic images;
 - Religious images that may be perceived as offensive;
 - Images that depict or convey children in an unseemly manner;
 - Shows violence, animal abuse, drug abuse, bomb making.
- 3.4. If the Book Images are taken with cameras other than the Equipment provided by Hasselblad, the Photographer will be excluded from the Hasselblad Masters Awards and will lose any and all benefits from the program.
- 3.5. Hasselblad shall be free to determine in which ways, whether commercial or non commercial, it decides to market, distribute and/or sell the Hasselblad Book.

3.6. The Photographer will receive 5 free copies of the Hasselblad Book to be used at the Photographer's discretion.

4. Masters Images

4.1. The Photographer shall provide Hasselblad with one (1) image to be produced in conjunction with a marketing/advertising campaign to be defined at a later date. This image will be produced in accordance with a creative brief from the Hasselblad Marketing department and its Advertising Agency. A special project budget, to cover external costs (model, styling, etc.) will be arranged if so required. Hasselblad retains the right to refuse any image or images that are in any way conflicting with Hasselblad's aesthetic or ethical standards, including, but not limited to:

- Overly erotic or pornographic images;
- Religious images that may be perceived as offensive;
- Images that depict or convey children in an unseemly manner; Shows violence, animal abuse, drug abuse, bomb making.

4.2. The Photographer shall provide Hasselblad with one (1) profile portrait to be used for marketing/advertising purposes. In addition, the Photographer agrees to pose for an additional portrait if Hasselblad so requires.

5. Masters Video

5.1. The Photographer agrees to participate in a Masters Documentary video, which is to be used for promotional purposes. This video will either be produced by Hasselblad or the photographer at Hasselblad's discretion. Production costs and editing will be covered by Hasselblad.

6. Grant of Rights

6.1. By providing Hasselblad with the Book Images, Masters Images, and Masters Video (hereafter referred to as "The Images"), the Photographer grants to Hasselblad the non-exclusive worldwide perpetual right and license (the "License") to use said Images for any purpose that Hasselblad, at its sole discretion, sees fit.

6.2. The Photographer may not use or make public in any way any of the Images prior to the publishing of the Hasselblad Book and/or relevant campaign and for one month thereafter.

6.3. Without limiting the generality of clause 4.1, Hasselblad shall have the right of reproduction, the right of distribution in an unrestricted number and in every kind of appearance, the right of exhibition and the right to edit or retouch the Images.

6.4. It is understood that Hasselblad continues to develop its business and marketing activities and that the Images are part of Hasselblad's means of developing and expanding these activities. It is therefore understood that the Images may be used in ways not yet contemplated by Hasselblad. It is also understood that the intensity with which the Images are used may possibly increase substantially due to future new ways of use.

6.5. Without limiting the generality of clause 4.1 and without creating any implied or express preconditions for the use of the Images, Hasselblad on the date hereof plans to use these images in the following ways:

- On Hasselblad's website and online activities;

- In Hasselblad or Hasselblad partners' newsletters published domestically and internationally;
- In calendars;
- In magazines;
- On posters;
- In brochures and/or in product catalogues, printed or digital;
- In slide shows and videos run at various events and exhibitions around the world;
- In exhibitions and as wall-decorations in Hasselblad's offices;
- In all various forms of advertising;
- In the Hasselblad Book (the Book Images only) and
- In conjunction with marketing/advertising campaigns.

- 6.6. The License does not affect the Photographer's proprietary copyrights over the Images unless otherwise specified in this Agreement.
- 6.7. Hasselblad undertakes to provide the Photographer with photo credits in all instances where the images are published.
- 6.8. Hasselblad shall be entitled to assign the License to use the images to any company associated with Hasselblad.

7. Warranties and Indemnifications

- 7.1. The Photographer represents and warrants, and shall be deemed to have renewed the representations and warranties on the date of delivery of the Images, that:
 - 7.1.1. He/she has a good right to the legal and beneficial ownership of the Images;
 - 7.1.2. He/she, from all third parties (if applicable), has obtained all permissions, consents (whether in the form of releases or otherwise) required in respect of the Images;
 - 7.1.3. All of the Images are taken using only the Equipment (Hasselblad Digital system);
 - 7.1.4. He/she is not bound by any restrictions towards any other manufacturer of photographic equipment which could conflict with the rights granted to Hasselblad under the Terms, including the undertaking by the Photographer to loan and use the Equipment; and that:
 - 7.1.5. All Images provided to Hasselblad are taken by the Photographer himself/herself.
- 7.2. The Photographer agrees to indemnify and keep indemnified Hasselblad against all costs, expenses, liabilities, losses, damages, demands, legal costs and judgments resulting from or arising out of a breach of the Terms, including, in particular, the warranties contained in clause 7.1.

8. Infringements

- 8.1. If the Photographer becomes aware of any infringement pertaining to the Images, he she shall promptly notify Hasselblad and provide all details within his/her knowledge.
 - 8.2. If any claim, law suit or demand is threatened or brought against Hasselblad, the Photographer shall provide all assistance requested by Hasselblad for the purpose of preparation for or defence of such action brought against Hasselblad.
 - 8.3. Hasselblad shall have the right (but not obligation) to intervene on behalf of the Photographer and at its own cost defend against any claim or suit brought against the Photographer alleging an infringement in respect of the Images. The Photographer will pay all costs and damages finally awarded in any such suit.
- ## 9. Other rights and obligations
- 9.1. Other than as explicitly stated in the Terms of this Agreement, nothing herein shall

confer on the Photographer any right or license to use any of the trade marks, logos or trade names of Hasselblad.

- 9.2. Hasselblad has invited the Photographer to participate in the Hasselblad Masters Programme, and the Photographer has agreed to adhere to the Terms under the express conditions that:
 - 9.2.1. The Photographer shall conduct himself/herself with loyalty towards Hasselblad, its employees and officers, agents, partners and other collaborators; and that
 - 9.2.2. The Photographer shall conduct himself/herself in accordance with the highest ethical standards and not become affiliated in any way with activities that may in the public opinion diminish the Photographer's status as a respected ambassador of the photographic profession.

10. Termination

- 10.1. Hasselblad may terminate the Photographer's participation in Hasselblad Masters awards and Programme by notice in writing if the Photographer is in breach of the Terms and shall have failed (where the breach is capable of remedy) to remedy the breach within 10 days of the receipt of a request in writing from Hasselblad to remedy the breach.
- 10.2. If the Terms are terminated by either party (irrespective of cause), clauses 4, 5, 6 and 11.6 shall remain in force.

11. Miscellaneous

- 11.1. Unless otherwise explicitly stated, the Terms shall supersede any written or oral agreements, representations, statements or understanding between the Photographer and Hasselblad relating to the Hasselblad Masters Awards, made prior to the date of adherence to the Terms.
- 11.2. Only those amendments and additions to the Terms that are made in writing and signed by the parties are valid.
- 11.3. Each party undertakes to keep the other party informed of their current address, telephone number, e-mail address and fax number (if any).
- 11.4. The Photographer agrees to execute such other documents that are reasonably requested by Hasselblad.
- 11.5. This document shall be executed by the Photographer in one original. If an executed copy of this document is received by Hasselblad by facsimile or in a scanned version sent by e-mail, such copy shall be deemed to be an original copy.
- 11.6. Hasselblad shall be entitled at any time to request that the Photographer produces evidence of his/her compliance with any of the provisions of the Terms, including (when applicable) copy of all permissions and/or consents (whether in the form of releases or otherwise) required in respect of the Book Images, see clause 7.1.2.

12. Governing law and dispute resolution

- 12.1. The construction, validity and performance of the Terms shall be governed in all respects by the laws of Sweden.
- 12.2. Any dispute or claim arising out of, or in connection with, the Terms, or the breach, termination or invalidity thereof, shall at the choice of the claimant be settled at court.