

N O R M A L

— CONTEST 
«THE FASHION NUDE»



Nick Knight

— FASHION NUDE

The nude has introduced into art an ideal of feminine and masculine beauty. The nude, which is a representation of the body in its original envelope, sublimates the body with some style effects, of light and other ornaments. A metamorphosed body that concentrates all the qualities we can wish for comes into being.

Portraying the body from a new angle is an ongoing challenge in order to «be fashion» whereas it is a tradition in the artistic field. The «Fashion» is a creator of trends which are constantly renewed which conforms to the tastes of an era. The vision that one has of the bodies endlessly adapts itself because the «nude» and the «fashion» are just pure products

of societal codes.

But the «nude» also refers to the natural : it is not just a stylised representation. Fashion nude or natural fashion ? Is the natural fashionable ? An aseptic idea, simpler and without artifice then emerges. The very essence of the body as well as that of the trends can thus be reconsidered. So it seems inevitable to follow the emerging undress code.

A paradox remains : Fashion dresses up while Nude undresses. This theme raises the question of the envelope, both physical and artificial. Visible and hidden : what can we or must we show ? What will the participating photographers choose to exhibit ?

— THE CONTEST

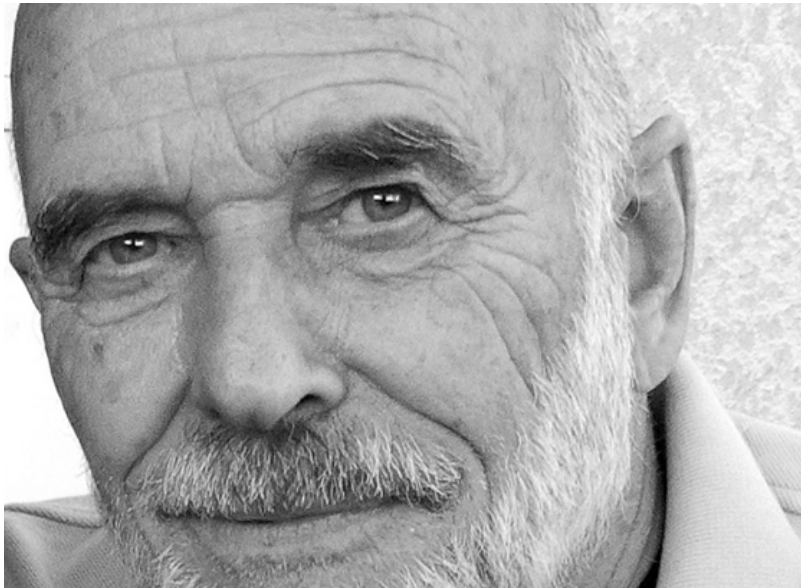
On the occasion of the release of its 12th issue and the Photo Month in Paris, Normal and the photography world is launching a new contest on an international scale aiming at promoting artistic diversity, finding young emerging talents and to boost the subject. Willing to be a stepping stone for photographic talents, advanced or not, the aim of the contest is to promote and discover tomorrow's talents.

This contest is open to all enthusiasts, experienced professionals, students, masters or enlightened amateurs. With the various partners of the first edition, we reckon to regroup the work of more than 10 000 French and international photographers over a period of 4 months. Anyone will be able to send from one to three photographs.

— OUR PARTNERS



— THE PRESIDENT OF THE JURY



Peter Knapp

— THE MEMBERS OF THE JURY



Simon Baker, Directeur de la MEP



Pierre Cornette de Saint-Cyr,
Commissaire priseur



Viviane Esders, Experte en
photographie



Ali Mahdavi, artiste et
photographe



Cécile Schall, Fondatrice de
Fotofever



Vincent Lowy, Directeur de
l'ENS Louis Lumière

— A GLOBAL CONTEST

- A promotion on media channels and networks, as well as on partner networks and websites.
- An exhibition and an exclusive presentation of the laureates and their work at the 2018 edition of the Salon de la Photo, an exhibition in Fotofever in Le Louvre, and a one-month permanent exhibition at the Red Art Factory, Normal's Studios
- An auction of the exhibition prints for the benefit of a foundation for breast cancer research.
- A publication in the 12th printet and on-line issue of Normal Magazine.

— THE LAUREATES

A total of 12 laureates will be selected and rewarded.

The «Grand Prix du Jury» will be awarded to the first three winners mainly or unanimously selected by the jury. Three more will be selected and will thus obtain the Audience Award. The selection of partners will support six laureates for their work, each supporting one protégé. Finally, a laureate will win the Normal Coup de Coeur, delivered by the editorial staff. Rewards associated with these awards will consist of various prizes from partners and from Normal Magazine.

— THE REWARDS

- **Profoto** : Offers a flash A1 to the first winner of the «Grand Prix du Jury».
- **Salon de la photo** : Offers the opportunity for some laureates to be exhibited at the 2018 Salon de la Photo which will be held in Paris from 8 to 12 November.
- **Fotofever** : Offers the opportunity for some laureates to be exhibited at Fotofever, in Le Louvre
- **Les Numeriques** : Offers a relay of the contest with the media channels available on the website.
- **L'Oeil de la photographie** : Offers a relay of the contest through the media channels available on the website.
- **Nikon** : Provides photography equipment to the first laureate of the «Grand Prix du Jury».
- **Normal Magazine** : Provides a relay of the contest through the media channels available on the website.
- **Négatif+** : endowmen of 3 vouchers worth 150, 250 and 400 euros as well as th printing of the laureates

— LAST CONTEST'S
LAUREATES
GALLERY



Donna copy

In September 2017, Normal has offered the opportunity to be published in its pages through a photo contest, always sublimating the aestheticism of the bare body. This contest had «the Woman seen by the woman» as the main theme.



LBONNEFOUS_MPASSERI



Christy Lee Rogers



Plubi Maria



BALLESTA



Erica Simone, Nue York



Venus In The Sunlight

— A GLOBAL VISIBILITY

With Normal :

- 175,000 regular readers. An online distribution in France and worldwide & distribution print : France, États-Unis, Espagne, Royaume-Uni, Italie, Chine, Canada, Belgique, Singapour, Suisse...
- 60,000 monthly visits on our bilingual website : www.normal-magazine.com
- 55,000 subscribers to our newsletters, plus 1,000 per week.
- 100,000 views are the number of views that some of our videos can reach. Added to this, 13.7K Facebook subscribers and 72.3K Instagram subscribers.

— A GLOBAL VISIBILITY

With our partners :

- 67,059 visitors at the 11th edition of the Salon de la Photo.
- 360,000 monthly views on the Focus Numérique website.
- 250,000 visitors per month on the L'Oeil de la Photographie website, divided in 177 different countries.
- 67,059 subscribers following the Youtuber F/1.4. In addition to his 2,230 followers on Twitter and 24K on Facebook.
- Renowned partners : Nikon, Profoto...

— EDITOR IN CHIEF



Philippe Guédon, Rédacteur en Chef de
Normal Magazine

— BECOME A PARTNER

The Normal Magazine contest aims at becoming a major event in art, nude and fashion photography, in France and abroad. It will be widely broadcasted through our various media channels. Indeed, beyond a simple magazine, Normal is also an actor in the French artistic and photographic life throughout exhibitions, shows, evening events.

Becoming a partner of the Normal Magazine contest means associating your establishment of your company with a global; cultural and artistic event. Furthermore, at Normal Magazine, we reserve a place of choice for advertisers by providing them with an exclusive and personalised campaign. This partnership also brings a certain dynamism to share for all private or institutional partners.

— CONTACT

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