



Byblos Bank Photography Award kicks off with Beirut Art Fair 2012

Byblos Bank Award for photography sees the light this year in conjunction with the 3rd edition of Beirut Art Fair, an international exhibition of modern and contemporary art to be held from 5 to 8 July 2012.

Devised by Byblos Bank and Beirut Art Fair, this Award is meant to extend the needed support to a new generation of artists, thereby providing increased exposure for their artistic proposals.

Its aim is to unveil new talent in Lebanon and help nominees and the winner to promote their work. This Award comes in the framework of recognizing the excellence and innovative aspect of a photographer's work.

"Byblos Bank firmly believes that Culture contributes to the creation of a knowledgeable, evolving, and open society. Stemming from this belief, we are launching the Byblos Bank Award in collaboration with Beirut Art Fair in order to demonstrate our commitment to contemporary art. This Award puts photography at the forefront as an art that is gaining ground in our society heavily influenced by all that is visual. The Byblos Bank Award also seeks to bring to light the talent of a new generation of Lebanese photographers while helping them promote their art," stated Mrs. Nada Tawil, Head of Group Communication Department at Byblos Bank.

The main goal behind this Award is to support the winner's rise to fame by paving the way for his/her recognition by art experts and allowing him/her to achieve world status in the photography arena.

"Byblos Bank offers an exceptional opportunity for young photographers as it will hold the first personal exhibition of this year's winner in its Headquarters and publish his/her catalog. By playing the dual roles of sponsor and platform for art, Byblos Bank becomes a place for cultural and artistic exchange that liaises between business and contemporary innovation. Thus, the Bank supports the rising artists of tomorrow", said Pascal Odille, Art Director of Beirut Art Fair.

The 15 short-listed artists will enjoy the privilege of displaying their art at the booth of Byblos Bank Award during the fair. The winner will be announced on July 8 at 3:30 PM.