

 **LANDSCAPE**  
PHOTOGRAPHER OF THE YEAR

in association with



**#OMGB**  
HOME OF AMAZING MOMENTS

**GREAT**  
BRITAIN & NORTHERN IRELAND

## The UK's Landscape Photographer of the Year competition opens for entries

25<sup>th</sup> April 2016



The search is now on to find the next winner of one of the nation's most exciting photographic competitions, founded by renowned landscape photographer, Charlie Waite.

Could you be the tenth holder of the title, 'Landscape Photographer of the Year' and win the top prize of £10,000?

Entrants have until the 10<sup>th</sup> of July to enter the 2016 Awards by submitting their photographs of the British landscape. The competition is open to everyone and you can enter up to 25 photographs across the four categories. The prize fund is worth £20,000, with £10,000 for the overall winner and there is also a special class for those under 17, so the whole family can get involved.

Unlike many other photographic competitions, the Landscape Photographer of the Year Awards celebrate the United Kingdom only, offering photographers worldwide the opportunity to showcase their images of this richly diverse and unique country.

There are categories for urban views, landscapes with people, close-up details and conceptual landscapes, as well as more classic views, so there is plenty of scope for your imagination. The UK's landscapes are both varied and fascinating; providing a wealth of opportunities for photographer and traveller alike. From the white sands of the Western

Isles and the mountain ridges of Snowdonia to the Broads of Norfolk and the coves of Cornwall, exploration leads to great rewards.

The Awards are again being held in association with VisitBritain as part of its #OMGB GREAT Britain 'Home of Amazing Moments' marketing campaign for 2016. The campaign aims to promote memorable 'moments' that can only be experienced on a trip across the nations and regions of the UK.

And in support of the campaign, this year's competition will include a special extra prize, the #OMGB 'Home of Amazing Moments' Award, for the photograph judged to show that the UK is truly the 'home of amazing moments.'

Jasmine Teer, VisitBritain's Photography Manager said: *"The UK is packed full of amazing experiences and we want to showcase those moments when you're part of something incredible and communicate the feeling of 'being there'. Our aim is to get our nations and regions at the top of people's list as 'must-go-now' destinations so we drive more visitors to get out and explore the whole of the UK."*

Awards founder, Charlie Waite, added: *"This is a very exciting year for us - the 10<sup>th</sup> Anniversary of the competition. When we started the Awards back in 2006, we hoped to provide a platform for landscape photographers that would also show the world what a wonderful place Great Britain is to live in, to visit and to explore. The talent of our entrants is beyond question and the photography that they produce makes my role as one of the competition's judges a challenge – albeit an enjoyable one. I believe that a successful landscape photograph shares some of the emotion felt by the photographer with the viewer and I am very much looking forward to discovering our tenth winner."*

An exhibition of winning entries will premiere in November 2016 and around 150 of the best photographs from the competition will appear in the Awards book – Landscape Photographer of the Year: Collection 10 - by AA Publishing.

All entries to the Awards must be uploaded via the competition website, [www.take-a-view.co.uk](http://www.take-a-view.co.uk) and the closing date is 10th July 2016. Entry fees apply. Full terms and conditions can be found on the site.

*Image shows the nine previous winners: Jon Gibbs (2007), Gary Eastwood (2008), Emmanuel Coupe (2009), Antony Spencer (2010), Simon Butterworth (2012), Tony Bennett (2013), Mark Littlejohn (2014), Andy Farrer (2015), Robert Fulton (2012).*

- ENDS -

**[www.take-a-view.co.uk](http://www.take-a-view.co.uk)**

**For more information & images to support this release, please contact: [info@take-a-view.co.uk](mailto:info@take-a-view.co.uk)**



VisitBritain is the national tourism agency, responsible for marketing Britain worldwide and developing Britain's visitor economy.

#OMGB, The Home of Amazing Moments Campaign encourages everyone to share memorable moments that they experience while exploring Great Britain.

[en.omgb.com](http://en.omgb.com)

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