

Celebrating Life at the Ayala Malls (working title only)

Photography shoot-exhibit

Rationale

This photography shoot-exhibit aims to reaffirm that there is an Ayala mall for everyone no matter how unique one's taste is. Each one of us has special memories of the Ayala Malls. It is a special place where we celebrate the significant moments in our lives with our family and friends.

The Ayala malls, whose leadership in retail development in the country is widely recognized, have over the years accommodated each client by knowing and satisfying his preferences. The malls are situated in various locations and offer a wide array of shopping, dining, and leisure activities. For instance –

- If one is looking for top shopping, dining, and entertainment, there is Glorietta;
- If one wants to enjoy a premiere lifestyle center, there is Greenbelt;
- If one prefers a one-of-a-kind promenade with office spaces and retail outlets, there is Bonifacio High Street;
- If one is hunting for bargains, there is Market! Market!;
- If one is looking for a suburban oasis, there is Alabang Town Center; and
- If one is searching for a premiere mall in the South, there is Cebu Ayala Center Cebu.

In the traveling photography exhibit, Ayala malls will also be shown as a popular destination, and how each visit is instantly turned into an enjoyable experience.

Theme

People, Filipinos and foreigners alike, spend a lot of time at the mall—it is where they strengthen the bonds of family and friendship, even romance; it has become an important venue for business and trade; it is even a site where art and culture thrive. The mall has become a community, where life and love happen—and nowhere is this more evident than in the Ayala malls.

The vitality of life and love occurring at the Ayala malls is what the participating photographers should depict in their entries. Through stunning shots, the photographers are tasked to capture that “decisive moment” when the ordinary becomes extraordinary at the Ayala malls.

The photo shoot will be within mall premises except store interiors (i.e. building exteriors, common areas inside the mall, etc.).

Target audience

- Mall-going public (daily mall visitors)
- Special audience during the exhibit run (photographers' families and friends, more than 5,000 photography enthusiasts in FHL's mailing list)

Mechanics

Qualifications

The exhibit will be open to amateur and professional photographers, preferably digital camera users.

Interested photographers must fill out and submit a photographer's profile and waiver (form c/o FHL) from August 28 to no later than 6:00 p.m. of September 10. This form can be requested through fax, email, or can be downloaded at www.filipinaslibrary.org.ph. Accomplished form may be sent via fax, e-mail, or courier.

Upon receipt of the accomplished photographer's profile and waiver of liability, the Permit to Shoot form shall be issued from Monday to Saturday at 8:00a.m. to 8:00 p.m.

These forms that will be submitted with the entries can be requested through fax, email, or can be downloaded at www.filipinaslibrary.org.ph:

- Model Release Form
- Authorization

Photo shoot guidelines

In the malls within Metro Manila, photographers who would like to participate will be scheduled to avoid crowding the malls and possible duplication of subjects. There will be no limitation in the number of participating photographers.

Local photographers from Cebu are encouraged to participate for the photo shoot in Ayala Center Cebu. For Manila-based photographers who wish to join, please contact the organizer for additional guidelines.

Photographs taken must be submitted on time and conform to the submission guidelines.

Submission guidelines

The Filipinas Heritage Library reserves the right to disqualify entries that do not meet the submission and deadline requirements as follows:

- Interested photographers can submit five to 10 entries per mall, in either monochrome or color.
- Each image should be in JPEG format, at least 300dpi resolution, and saved on a CD.
- The size of each image should be at least 16 inches x 24 inches. It should be accompanied by a short caption containing title, photographer's name, and technical settings (can be a separate file). A brief

description is optional.

- Image enhancement using any editing software is allowed.
- All entries must have been taken only during the photo shoot scheduled in each Ayala mall. Likewise, the model release form shall be accomplished during this time.
- Entries must be submitted on or before September 17 no later than 6:00 p.m. together with the signed Authorization and Model Release Form.
- Entries that will not be selected for the exhibit will be returned to the photographers (pick-up at the Filipinas Heritage Library will be scheduled after the first exhibit opens).
- Entries, submitted or otherwise, may only be used for the purpose stated herein. FHL or Ayala Malls shall not be liable for any third party liability.

Copyright

- Photographers shall retain the copyright of the submitted entries.
- Photo usage will be restricted to the exhibit and in the following:
 - Any related communication/marketing collateral, including possible reproduction
 - Ayala Malls 2009 calendar (non-commercial)
- After this project, no photograph shall be used without prior consent of the photographer, especially for commercial purposes.

Permission for use by photographers to Filipinas Heritage Library and Ayala malls and other terms will be stipulated in the Authorization that will be submitted along with the entries (pro forma agreement will be provided by the library).

Judging and Tokens

- At least 20 photographs will be exhibited.
- Judging of entries shall be done at the Filipinas Heritage Library.
- Panel of judges will be determined at least two weeks before the scheduled selection.
- A Php2,000 token fee will be given per photo selected for display.

Criteria for judging

- Adherence to theme
 - Must have "characteristics" distinct to Ayala Malls

- Visual impact
- Aesthetic and technical aspects

Exhibit dates and venues

Will be advised after September 17 (when all entries are submitted).

For more details, please call 892-1801, call/text 0917-5594417, email cruz.ct@ayalafoundation.org.ph, or visit www.filipinaslibrary.org.ph.