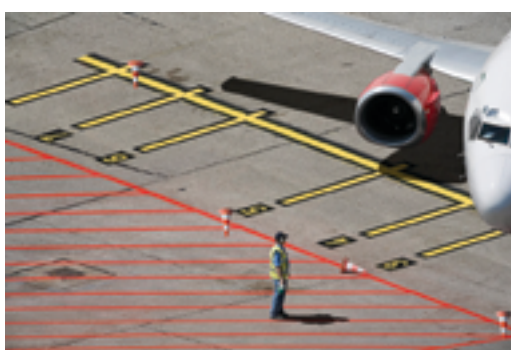


ACMP Projections 08

Kate McCurdy



top
Ben Thomas *Cityshrinker*
Category Winner (Art)

centre
Michael Kai *This Side Up*
Winner of the Year, Category Winner
(Commercial)

bottom
Cara Bowerman *Deni Ute Muster*
Category Winner
(Editorial)

The ACMP *Projections* competition encourages emerging students, assistants, photographers and photo artists to submit images to gain exposure, raise their profile within the creative community and be recognised as the future of the photographic industry.

About ACMP and Trampoline

The competition is run by Trampoline in association with Sony. Trampoline is a non-profit organisation committed to the development and promotion of professional photography, formed in 2003 a part of the ACMP (Association of Australian Commercial and Media Photographers). The aim of the organisation is to 'bring together, inspire and educate emerging photographers through events, seminars, forums and competitions – such as *Projections* – specifically targeted towards students of photography, photographer's assistants, emerging photographers and photo artists.'

Projections, now in its fifth year, covers three categories: Commercial, Editorial and Art. The entries are series based, and there are three category winners and one Winner of the Year. In ACMP *Projections* '08, the category winners were Ben Thomas (Art), Cara Bowerman (Editorial) and Michael Kai (Commercial).

Commercial photography

Michael Kai, was also awarded Winner of the Year for his series entitled *This Side Up*. Featuring 'optical illusions, designed alternatives and manipulated room perceptions', German-born Kai's photographs ask the viewer to look again, and reconsider how they view the world. 'Apart from being entertaining,' he explains, 'the intention of the series is to encourage viewers to wonder: "Is the world really the way I see it? Is it the way I believe that I see it? Or is it only a mental construction of how I perceive the environment?"'

top
Yiwen Yao *My Beautiful Shadows*
(Art)

centre
Michael Kai *This Side Up*
Winner of the Year, Category Winner
(Commercial)

bottom
Wren *Small Stories*
(Art)



Art photography

Cityshrinker, Ben Thomas's winning series in the Art category, also presents the familiar world in an unfamiliar way. Beginning as a jazz trumpeter, he graduated from the International Design Effects and Animation School in Adelaide before choosing to view his new life in Melbourne life through a camera lens. Like Kai, he also believes in questioning reality. 'You see amazing things every day,' says Thomas. 'My aim is to give that feeling of newness with each shot I take. My method is to take what was once large and shrink it down to model size. To take the familiar and get you thinking even if for a second, "Wait a minute, is that..."'

Editorial photography

The winner of the Editorial category was freelance photographer, Cara Bowerman. Specialising in documentary photography and photojournalism, her work focuses on people and the relationship they have with the places they inhabit. She is currently undertaking a comprehensive documentary study of Chewton, a small town in the Victorian Goldfields. Her series, *Deni Ute Muster*, captures the annual two-day festival in the rural town of Deniliquin in New South Wales, which has claimed the Guinness World Record title for the largest parade of utes in the world. Bowerman recalls that 'in 2007, the town welcomed 6325 utes and more than 18,000 people to admire this icon in the outback.'

The complete list of finalists and their work, including photographers Rodney Dekker, Yiwen Yao, Wren and Hayden Golder can be viewed on the ACMP Projections website.

The 2009 *Projections* competition call for entries is now open. Projections '09, like this year's competition, is sponsored by Saatchi & Saatchi, Adobe, Capture Magazine, Gekko, Momento, Sun Studios and Crumpler, and winners will receive prizes from each sponsor. For more information, visit the ACMP *Projections* website. www.theprojections.com