

## Call for Submissions to CheongShim Annual Photograph Contest

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June 6, 2013



CheongShim, the management company of Chung Pyung Center in South Korea, has announced its "6th Cheong Shim Photo Contest," which is open to participants around the world. Deadline for submissions is Sunday, July 7, 2013. This contest is held under the theme of "Family, what are you doing at 7?" to have people think about and find unique precious moments to spend with family.

The contest homepage, [contest.cheongshim.com](http://contest.cheongshim.com), provided a description of the theme: "Think of 7 o'clock. It could be a.m. or p.m., it's up to you. Our busy, daily lives make it so difficult to spend quality time with our families. For this year's CheongShim Photo Contest, CheongShim wants you to think about how precious time with family really is, taking '7 o'clock' as your inspiration. We look forward to seeing the diversity of scenes in different families, for what one family does at 7 o'clock may not even exist in another. This is what makes each family unique and precious in its own way. Take some time to capture these important moments with your family in images that truly show the deep love you feel for each other."

The CheongShim Photo Contest, launched in 2008, has seen participation grow steadily, with the contest now regarded as one of the most renowned public photography contests in Korea, according to its website.

From 2010, the concept of "Family" has been the contest's theme, selected to give people the opportunity to share joyful times spent with their family through touching photographic images. Following along with the theme of "Family," CheongShim considers the community as an extended family as well, and donates KRW 100 (about 9 cents) for each photo submitted to the local community.

The CheongShim Photo Contest is an outlet through which it seeks to share CheongShim's cultural-education philosophy with the public and give to the local town at the same time. Contest winners are featured in a special calendar and exhibitions, and its related donation program supports local communities.

The contest is open to anyone who would like to share his or her family photo for seven weeks from May 20, 2013 to July 7, 2013 regardless of nationality or residence. The grand prize winner will be granted KRW 5 million (about \$4,450), the second prize winner, awarded to two people, will receive KRW 1 million (about \$890) and the third prize winners, a group of 10 people, will win KRW 300,000 (about \$260) respectively. The three most popular photos will have a chance to win KRW 100,000 (about \$89) as well. The total prize money counts up to KRW 10.3 million (about 9,170 dollars). The prize-winning photos will be used to manufacture CheongShim's 2014 calendar and will be exhibited in October 2013 for public viewing.

An individual can submit up to 10 photos through the official homepage via PC and Mobile. Photo size and format should be in JPEG format with at least 2,000 pixels in length. Award-winning photos shall be used in different capacities such as calendars and special exhibitions.

The winners will be announced on August 13, 2013 on the CheongShim Photo Contest website. Currently, the tentative date for the "Awards Ceremony" is October 12, 2013. The exhibition of prize-winning photos is scheduled for October 2013.

The following are contest rules and regulations:

Submitted photos will not be returned. The copyrights, including publication rights for prize-winning photos, belong to the contest organizer. After the announcement of the winners, the original files and

films shall be submitted to CheongShim by the photographers. The participants shall be responsible for any issues concerning portrait rights or copyright of photos submitted to the contest.

A general photo adjustment is allowed but composite and edited photos, where a certain object is added or removed, will be excluded from the screening process. If a prize-winning photo later turns out to have been a prize winner in another competition or if the photo was plagiarized, the award shall be canceled and the prize certificate and money shall be returned to the contest organizer.

If a panoramic photo of the same situation received an award in another photo contest, the relevant photo may be withdrawn from the award list as decided through internal deliberations. If the award is withdrawn, the prize certificate and money shall be returned to the contest organizer. Any postings irrelevant to the purpose of this contest may be deleted without notice.

\* Details of Contest Rules and Regulations may change depending on the circumstances without notice.

For more information, you can visit the contest online page or call the Brand Marketing Team

#### Contacts

Twitter: @Cheongshim\_Foto

Facebook: facebook.com/cheongshim

Homepage: contest.cheongshim.com (Homepage provides Korean, English and Japanese)


**The 6<sup>th</sup> CheongShim Photo Contest**

**Theme** Family, what are you doing at 7?  
Think of 7 o'clock. It could be am or pm. It's up to you. If you think morning, maybe your family is busy getting ready for work or school. If you think evening, maybe you and your family are gathered around the dinner table. Or maybe, at that hour and in those moments, you are recalling the faces of family members far away from home. In so many ways, 7 o'clock symbolizes "moments with family." Take pictures of your family at 7 o'clock and share with CheongShim.

**Period** Mon, May 20, 2013 ~ Sun, July 7, 2013 (7 Weeks)

**Prizes** Total cash prizes valued at ₩10,300,000, including Grand Prize of ₩5,000,000 and 15 other prizes

**Registration** Submission to [contest.cheongshim.com/en](http://contest.cheongshim.com/en) only

 CheongShim