

## **Pictures4life « Change my view on HIV... »**

### **PRESENTATION AND RULES OF THE COMPETITION « Change my view on HIV... »**

In recognition of the 25th anniversary of the HIVberodung, and the 20th anniversary of Stop Aids Now asbl, we are delighted to launch our 1st of December, World Aids Day, photo-competition, "Pictures4life: Change my view on HIV...".

The aim of the competition is to change the way we think about HIV/Aids today versus images of the past. We hope that the competition will raise public awareness, particularly amongst young people from 12 years on, about HIV and would like people to ask themselves: "Where do we really stand after 30 years?"

When thinking about HIV, too many people hark back to images of the 1980s. We are asking people to think again about their perceptions of living with HIV today. We would like people to see that with today's medical and therapeutic developments combined with a healthy way of life, it is possible to live with HIV and maintain a good quality of life. Our photographers will be asked to think about this through their images, and / or present us with positive aspects to life with HIV.

The best projects will be presented in an exposition which will take place at the Centre National d'Audiovisuel (CNA) in Dudelange from the **30th November** to the **14th December**. The general public will discover the images created by the participants and hopefully have their awareness raised and any pre-conceptions changed.

### **The topic:**

By choosing the topic "**Change my view on HIV**", the organizers would like the participants to think about what, for them, a life with HIV means. The idea is to ask yourself, "What does it really mean; living with HIV? Do my ideas correspond to today's reality? Do I have prejudices? How do others see me, if I am HIV+?". In 30 years what have been the changes and progression in living with HIV? Show us the fight against prejudices, living with HIV infection, the life with others (at the nursery, at school, at work, in sports) and many other aspects.

## **RULES OF THE COMPETITION**

### **1. The organizers**

The organizers are the service HIVberodung of the Red Cross, the NGO Stop Aids Now, the Lycée Technique du Centre, the Service National de la Jeunesse and the Direction de la Santé.

### **2. The participants in the competition**

The competition is open to every person living in Luxembourg, Belgium, France and Germany. The participants will be divided into 3 categories depending on their age:

- 12 to 19 years of age
- 20 to 30 years of age
- over 30 years of age

### **3. Duration of the competition**

The competition starts on **6th September 2013** and ends on Friday **25th October 2013** at 5 p.m.

### **4. Requirements to participate**

The participants can send 1 up to maximum 5 digital photos **on DVD**. The size of the photos must be 3600x2400 pixels in JPG. The photos should be accompanied by a small text, explaining the path the author followed taking the photo, as well as a message that the author wishes to convey through the photo.

The photographs must not be contrary to law and the interests of the organisers.

The organisers have the right to exclude photos that do not correspond to the above requirements.

### **5. Delivery of the photos**

The photos with their respective texts, as well as surname, first name, address, phone-number, email and date of birth (ALL IN CAPITAL LETTERS) must be sent on DVD to:

**HIVBerodung / Pictures4life, 94, bvd Patton, L-2316 Luxembourg, at the latest by 25th October** (postal stamp).

### **6. The jury**

The jury will be composed of professional photographers from Luxembourg, a curator of the exposition in the CNA, a representative of the MUDAM, a member of the HIVBerodung, a member of Stop Aids Now/ACCES, a member of the Lycée Technique du Centre and a member of the Service National de la Jeunesse.

### **7. Selection of photos**

The jury will select in complete autonomy photos from each category, a total of 50 photos. These photos will be exposed and voted for by the general public. The jury will give for each category (12 to 19 years, 20 to 30 years and over 30) a 1st, 2nd and 3rd prize.

The vote of the general public will be through Facebook of the group Stop Aids Now/ACCES. An album "Pictures4Life" will be created and the general public will vote by clicking on "like" for the photo chosen. The winner of the public vote will be he or she whose photo gets the most "likes".

### **8. Ownership of the photos**

By submitting the photo to the competition "**Pictures4life « Change my view on HIV**", the participant is aware that the photo becomes the property of the organisers who can use them for the aims they consider appropriate.

## **Number of winners and awards**

The winners of the different categories will be determined by deliberation of the jury. The jury will attribute maximum 1 prize per person.

The winner of the public award will be the one who received the largest number of "likes" through the group Stop Aids Now/ACCES on facebook.

In case of an equal number of votes the jury will decide who will be awarded the prize. The electronic vote is open from the **31st October 2013** at 7 pm to the **12th November** at 11.59 pm.

The awards will be handed over on the opening of the exposition **Pictures4life "Change my view on HIV..."**, which will take place on the **30th November 2013** at 5 pm at the Centre National d'Audiovisuel (CNA) in Dudelange.

## **9. The awards**

### Category 12 to 19 years:

1st prize = a large sized copy of the winning photo, cinema tickets, a photo-book of the film House of Boys;

2nd prize = a copy of the winning photo, cinema tickets, a photo-book of the film House of Boys;

3rd prize = a copy of the winning photo, a photo-book of the film House of Boys.

**In this category a special award will go to the school where the largest number of works came from.**

### Category 20 to 30 years:

1st prize = a large sized copy of the winning photo, 1 dinner for 2 persons in a restaurant in Luxembourg, a photo-book of the film House of Boys and a DVD of the film House of Boys;

2nd prize = a copy of the winning photo, a photo-book of the film House of Boys and the DVD of the film House of Boys;

3rd prize = a copy of the winning photo, a photo-book of the film House of Boys.

### Category over 30 years:

1st prize = a large sized copy of the winning photo, 1 dinner for 2 persons in a restaurant in Luxembourg, a photo-book of the film House of Boys and a DVD of the film House of Boys;

2nd prize = a copy of the winning photo, a photo-book of the film House of Boys and the DVD of the film House of Boys;

3rd prize = a copy of the winning photo, a photo-book of the film House of Boys.



Public award

Not yet defined.

**10. Additional information**

For additional information please contact Sofia Barros or Claudia Pedrosa, phone 27 55 45 00 or by email: [sofia.barros@croix-rouge.lu](mailto:sofia.barros@croix-rouge.lu) and [claudia.pedrosa@croix-rouge.lu](mailto:claudia.pedrosa@croix-rouge.lu).