

SAFEGUARDING THE FUTURE OF PHOTOJOURNALISM

In an era of post-truth politics, how can we ensure a healthy future for photojournalism? Canon investigates

In 2017, the continuing health of photojournalism is more important than ever. In a post-truth era where 'old media' is becoming mistrusted and attention is shifting to social media, where images trump text, visual journalists are playing an increasingly vital role in keeping the public informed and challenging injustice.

But with traditional print media shrinking rapidly, training opportunities are few and far between. So where exactly is the next generation of photojournalists going to come from?

Canon's investment in a number of educational activities reflects the company's unwavering commitment to the support and appreciation of visual journalism. And it's giving young people a much-needed chance to develop their skills and safeguard the future of a healthy media that shines a light on what's really happening around the world.

Photojournalism laboratory in Naples

In Naples, Italy, in collaboration with Photolux Festival in Lucca and the cultural association Neapolis.Art, Canon is running an educational project on approaching photography as a visual language. 'Scatta la Notizia' ('Take the News') is teaching students from ISIS Rosario Lavatino di San Giovanni in Teduccio, a secondary school in Naples East, to express themselves through the universal language of photography. "Our challenge was to give shape to a social project in a demanding and difficult area - San Giovanni is an off-limits suburb of Naples," explains Rossella Paduano of Neapolis.Art. "With scarce education and insufficient specific training for young people, many are destined to have poor or no employment opportunity." At the heart of the project is a photojournalism laboratory that provides access to the media and creative industries for disadvantaged youth. The 17 young people who participated were each equipped with a camera and went on to capture subjects that defined their lives growing up in Naples, from everyday life in San Giovanni to graffiti and street art. The coaching schedule included a virtual tour of the World Press Photo Exhibition through video projections, and a lecture from Pietro Masturzo, a World Press Photo of the Year winner, to introduce students to photojournalism and press photography. "The students have taken an exceptional journey through photography to discover how to communicate their reality through photo reportage," says Rossella. The success of the project can be seen in the selection of powerful pictures collected in a touring exhibition. "It's been such a great experience that went even further than our expectations," she says. Of the 17 students, all discovered a new form to express themselves, three of them want a career as a photojournalist and, importantly, all developed a better opinion of the education system.

Workshops by Canon Ambassadors

It's not just on a regional level that Canon is investing in young talent. Visa Pour l'Image, the world's leading photojournalism festival takes place 2-17 September in Perpignan, France, and offers aspiring photojournalists the chance to attend workshops run by members of Canon's Ambassador programme. The festival brings together and celebrates the world's most important stories and those responsible for telling them - everything from conflict and nature to people and the environment. This year, Canon will be sending the best 200 photography students from across Europe to Visa pour l'Image during Professional Week (4-9 September). Students can expect guided tours of exhibitions, workshops, portfolio reviews, evening screenings and networking opportunities. "It's a

great opportunity for young photographers to get real insight into the constantly changing world of documentary photography and photojournalism," says documentary photographer Jocelyn Bain Hogg. "The portfolio reviews and meetings, organised by Canon, will stand them in excellent stead for the future." Dario Mitidieri is a previous winner of the Visa D'or at Visa Pour l'Image and has given a series of lectures at colleges and universities to talk about his winning work and Canon's Visa student programme. "The Canon Visa students programme is a fantastic initiative with the potential to be one of these opportunities," he says. "Show passion and commitment and your opportunity will come."

The London Business School Photography Awards (LBS)

Photography contests are an opportunity to be recognised by the creative community for exceptional work. One such event will be the first-ever London Business School Photo Competition, being held this year. It's the first photography competition aimed at exploring how the way we do business can transform our lives, the environment and communities across the globe. The project was born from a three-way partnership between the London Business School, Canon Europe and Candlestar (producers of Photo London). The support of both Canon and Candlestar has been instrumental in bringing the project from its raw, original state to a mature, well-rounded initiative. "The LBS Photography Awards has huge potential to shape the current narrative around key global issues," says Daniele Molteni of London Business School. "This stems from the joint power of LBS' business reach and Canon's longstanding commitment to promote outstanding imaging. We firmly believe organisations have the power to shape our society and our lives at any scale—by highlighting the positive impact a new technology to produce safe cooking fuel can have on an African community, for example. "We believe that photojournalism plays a key role in encouraging, strengthening and influencing the narrative around these topics. The LBS Photography Awards has been created in the hope that the winning stories will inspire and promote projects with significant community, human or environmental impact." The LBS Photography Awards is a platform designed with photojournalists in mind. It is a great opportunity for their work to reach a large audience. In this sense, the competition represents an opportunity for established and up-and-coming photographers alike, as well as a challenge to balance aesthetic quality with stories that have a genuine impact on the state of modern society.

WPP Reflection Lectures

The World Press Photo contest is arguably the most prestigious photojournalism competition in the world. This year, local universities have been engaged to orchestrate 80 'Reflections Lectures' - a series of talks, seminars and workshops for photography students, sponsored by Canon - as the exhibition tours the world. Designed to inspire and empower the next generation of visual storytellers, the Reflections Lectures convey important messages about the role of photojournalism in today's world by allowing students to connect with award-winning visual journalists. "With imagery now at the heart of human communication, the need for visual literacy is greater than ever," says David Campbell, World Press Photo's director of communications and engagement. The topics covered within the Reflections Lectures range from press freedom to ethics and diversity - with a focus on analysis and review rather than professional practice or technical skills.



Left: Sabatino Borrelli - Istituto Rosario Livatino, San Giovanni a Teduccio - top right: Emanuele Borriello - Istituto Rosario Livatino, San Giovanni a Teduccio - bottom right: Ciro Desiderio - Istituto Rosario Livatino, San Giovanni a Teduccio

The next generation

In this fast-paced era where we expect news images at our fingertips, the need for high-quality, challenging photojournalism is greater than ever before. Canon's investment in helping a new generation of photojournalists develop their technical skills, aesthetic flair and a nuanced understanding of the issues is a vital part of ensuring a future in which the public is kept informed by images that explain and illuminate.

ENTER THE LONDON BUSINESS SCHOOL PHOTOGRAPHY AWARDS TODAY

The LBS Photography Awards is a competition exploring how the way we do business transforms our lives. Launched by the London Business School Photography Club in partnership with Canon, the contest is open for entries until 31 October. You can enter your work in three categories: Environment, Energy and Resources; Community Engagement; and Human Development, and it will be judged by a panel drawn from prestigious photo agencies and the London Business School. The best images will be showcased in an exhibition in January 2018 at the London Business School, along with a series of talks and networking sessions.

www.lbsphotoawards.com

VISA POUR L'IMAGE 2017

We spoke to Shannon Ghannam of Magnum Photos to find out how a new wave of photographers is benefitting from a series of workshops at the festival in Perpignan, France.

Can you tell us a little bit about the event?

"Magnum Photos is proud to have partnered with Canon to offer a week of free professional practice lectures and group portfolio reviews for 200 selected students from around Europe."

What can selected photographers expect from the event?

"We have taken our hugely successful professional practice workshop format and, working with Canon, we have produced a programme of inspirational and practical talks and portfolio reviews by Magnum Photographers Bieke Depoorter, Lorenzo Meloni, Jerome Sessini, Larry Towell and a host of international editors and experts."

How valuable are educational activities such as this to the next generation of photojournalists?

"Feedback from previous events shows that people find these types of events incredibly useful. They allow us the chance to offer our students access to the skills and experience of Magnum Photographers as well as practical advice on how to succeed as a professional photographer today from industry leaders."

Canon