

# MPC 2013 RECAP

SEPTEMBER 2ND – OCTOBER 13TH

Metro Photo Challenge was initiated 9 years ago in Sweden, and launched globally for the first time in 2007. Metro Photo Challenge (MPC) has proven to be a truly credible annual event attracting professional and amateur photographers alike from all over the world. Celebrating 9 years our ambition was to improve the quality of the photos and create a scalable and profitable project that was easily managed by local Metro Markets.

## OBJECTIVES

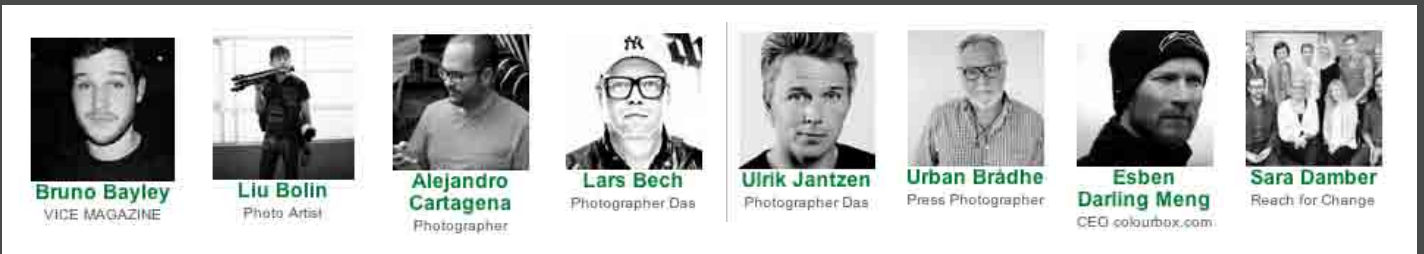
- Engage with the Metropolitan audience to strengthen the brand
- Use photography as the link between marketing/sales and editorial
- Offer a commercial platform for local and global sponsors
- Improve the quality of the photos
- Use the power of print together with digital



[www.metrophotochallenge.com](http://www.metrophotochallenge.com)



Global Grand Prize – 8 days photo expedition in Ghana together with Reach for Change



Well renowned Global Jury with names like, Chinese photo artist Liu Bolin and Mexican photographer Alejandro Cartagena.

## WINNERS 2013

Global Grand winner

Hearing: **ALEXANDER SVISTUNOV**

Global Grand winner Public vote

Sixth Sense: **DOMINIKA WYPYCH**

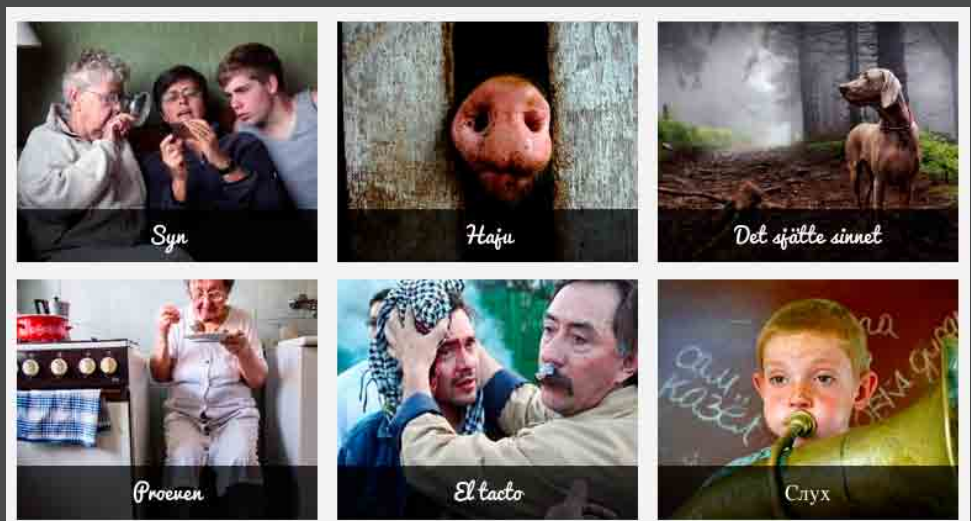
Global Category winners

Sight: **VICTOR SIMON**

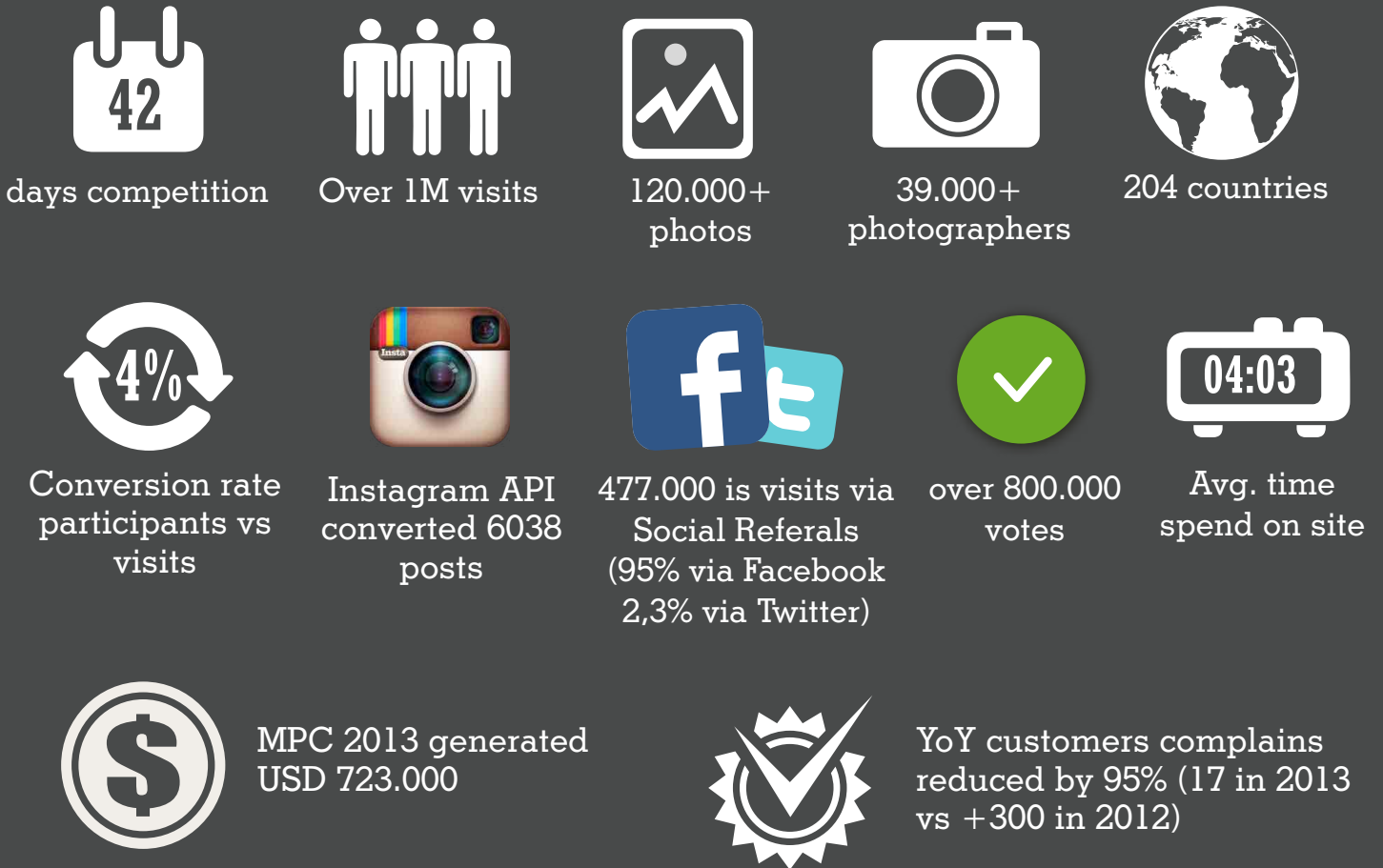
Smell: **JUHA LAMPINEN**

Touch: **DANIEL ROSERO**

Taste: **DENNIS KEIZER**



## Global Overview



## 2013 photo contest comparison

INTERNATIONAL COMPARISON	RED BULL ILLUME	NATIONAL GEOGRAPHIC	NIKON CONTEST	SONY: WPO	MPC 2013
SUBMISSIONS	28.257	15.000	99.339	122.000	120.087
PARTICIPANTS	6.417	8.000	22.752	30.000	39.193
COUNTRIES REACHED	124	150	153	170	204
LENGTH IN DAYS	120	90	90	210	42
AVG. PHOTO/DAY	235	166	1103	580	2859