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Under embargo: 10.30pm Thursday 26th September

The best in Australia and New Zealand photography recognised as Sony celebrates the 2019 Sony Alpha Awards



*Grand Prize Winner of the 2019 Sony Alpha Awards, James Muir of New Zealand
Shot with Alpha 7S II camera and FE 16-35MM F4 Z lens*

Auckland, 26 September 2019: Today marks the fourth year of the Sony Alpha Awards, Sony's annual competition to showcase the greatest in Australian and New Zealand photography using the Sony Alpha camera range. Over 4,000 stunning images were submitted from professional and amateur photographers alike, for the chance to be recognised for their talents and win some great prizes.

James Muir from the Coromandel in New Zealand took the top award as the overall Grand Prize Winner for his breath-taking iceberg image, entitled *Fresh Ice, Liquid Salt*. A producer and cinematographer specialising in natural history and environmental documentary, James is the third consecutive New Zealander to win the Grand Prize and receives Sony camera gear to the value of AUD \$10,000.

"An iceberg drifts in the Southern Ocean somewhere near the polar circle. This was the first iceberg I had ever seen, and I was for a moment stunned by the majesty of this natural phenomenon. After taking a few photos I put my camera down and tears filled my eyes," said James of his winning image.

This year's Alpha Awards marked the introduction of four exciting new categories - Seascape, Astrophotography, Wedding and City / Street - to be entered alongside the existing Portrait, Landscape, Nature, Sport and Youth categories.

The winners across each category were carefully selected by notable photographers who have been acclaimed for their experience and body of work in their respective categories. Each category winner received AUD \$2,000 worth of Sony camera gear.

The winners for the 2019 Sony Alpha Awards were:

- **Grand Prize:** James Muir
- **Landscape:** Karen Huynh
- **Nature:** Daniel Browne
- **Portrait:** Aries Tao
- **Sport:** Joseph Hsu
- **Astrophotography:** Tony Law
- **City/Street:** Jomel Bartolome
- **Seascape:** Aristo Risi
- **Wedding:** Ben Howland

Jun Yoon, Head of Sony Digital Imaging ANZ commented, *“We are thrilled to see such incredible work produced by our Sony Alpha community as part of this year’s competition, and are honoured to be able to formally celebrate their talents.*

“The high calibre of entries is a testament to their expertise and creativity, and it’s fantastic to have our industry-leading technology play a role in producing such outstanding work. We are excited to witness first-hand how Australian and New Zealand photography will continue to evolve.”

This year’s Sony Alpha Awards also saw the return of the Youth category, inviting young creatives (aged between 11-18 years old) to showcase their talents by submitting a photo in line with this year’s theme (‘Speed’) via Instagram.

The Youth competition saw an outstanding response across Australia and New Zealand, with two finalists chosen to go head to head in a photography challenge. Australia’s Digital Imaging Ambassador and Travel Photographer, Tyson Mayr, chose the overall winner this evening, 18 year old, Alexi Perris from Adelaide, Australia.



*Youth Category Prize Winner of the 2019 Sony Alpha Awards, Alexi Perris
Shot with Alpha 6400 camera and 16-55MM lens*

Tyson comments, *“Being able to play a role in the celebration of young, budding photographers is an incredible honour and it was no easy task choosing the overall winner. I congratulate both finalists on bringing all of their creativity and passion and am sure their futures will be full of opportunity in the photography space.”*

At the 2019 Sony Alpha Awards, Sony also announced the launch of a new Instagram account dedicated to the Australian and New Zealand Sony Photography community - @sonyalphanz. This page will be a local platform to celebrate imagery captured on the Sony camera range, as well as share [Sony Scene](#) events, host takeovers by Sony Ambassadors and Advocates and promote monthly competitions.

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Notes to Editors

Please see [here](#) for the full list of winners and runner ups. Winner and runner up images can be found [here](#).

Sony 2019 Alpha Awards Categories

Astrophotography

A photograph that prominently features the night sky.

- Composite images that do not alter the explicit content of the image are allowed (i.e. exposure blending, colour compositing, dark frame subtraction).
- Pure starfield images may be submitted, but judging will be based on aesthetic and pictorial criteria; advanced astronomy work may not be highly awarded.

City/Street

This category covers any image that documents life in an urban centre. Both people and places will be considered.

Landscape

A photo of a place and/or thing. Photo compositing in this category for technical purposes will not be penalised. Photographs that qualify for consideration in Astrophotography or Seascape are unlikely to receive an award in this category.

Nature

A photo of the natural living world. Animals, plants, fungi - if it's alive, it counts. Domesticated animals and animals in clearly artificial settings or captivity are unlikely to be awarded.

Portrait

A photo of a person who is aware of the photographer and participating in the creation of the photo. Judging in this category will reward photos that reveal more than just the surface of the subject. Candid photography is not considered in this category.

Seascape

A landscape photograph that prominently features the sea.

Sports

A photo of a sport being played, or related to the culture of a sport.

Wedding

Photography documenting a wedding. Documentary work related to a wedding will also be considered.

Youth

Photo(s) entered should be inspired by the theme 'Speed'.

Prizes

- Grand Prize: AUD \$10,000 of Sony digital imaging gear (Youth category ineligible)
- Category Prize Winners: AUD \$2,000 of Sony digital imaging gear per category
- Youth Award: AUD \$2,000 of Sony digital imaging gear

About Sony mirrorless range: Sony is the leader in mirrorless with 13 camera bodies (8 full-frame & 5 APS-C) and 55 lenses (35 full-frame & 20 APS-C lenses) available in market in New Zealand. The Alpha mirrorless "One Mount" (E-mount) system give you an unmatched range of creative options.

Sony Scene is an online platform for photographers and content creators. Make the most of this amazing craft and explore an exciting range of workshops, events, competitions, articles and resources at: [Sony Scene](#)

About Sony: With a diverse portfolio of businesses across electronics, music, film, interactive games and telecommunications, Sony is uniquely positioned to be the world's largest technology and entertainment company. Sony New Zealand Limited is a wholly owned subsidiary of the Sony Corporation of Japan, and a leading manufacturer of audio, video, communications and information technology products for the consumer and professional markets. Committed to producing innovative and quality electronic products, the range includes BRAVIA TVs, Cyber-shot digital

cameras, Handycam camcorders, α digital interchangeable lens cameras, Walkman MP3 players, headphones and other audio products, and HD professional broadcast equipment. For more information on Sony New Zealand visit www.sony.co.nz

Product Information: For further Sony product information or stockist details, readers can contact Sony New Zealand on 0800 766 969 or visit www.sony.co.nz.

Images: Product images can be downloaded from the Sony Australia/New Zealand Flickr site <http://www.flickr.com/photos/sonyaustralia/sets>. For assistance, please contact the Sony team at Adhesive PR at sony@adhesivepr.nz

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