



Submission open for The And/or Book Awards 2010
£10,000 for 2009's best books on photography and the moving image
Call for entries (single copy), initial deadline: Monday 2 November 2009.

Dear publisher,

I am writing to invite you to submit up to six of your books published in 2009 which may be eligible for the 2010 And/or Book Awards in either the Best Photography or the Best Moving Image category. The author of the winning book in each category will receive a cash prize of £5,000.

The And/or Book Awards honour the very best books published in the fields of photography and the moving image. The 2009 awards went Susan Meiselas for *In History* (Steidl) and David Company for *Photography and Cinema* (Reaktion).

The awards are given by the Kraszna-Krausz Foundation, established in 1985 by Andor Kraszna-Krausz, founder of the influential publishing house Focal Press. 2010 marks the 25th anniversary of the Foundation, so it is an important celebratory year.

Previously known as the Kraszna-Krausz Awards, these were renamed the And/or Awards last year, with a distinctive new logo drawn by David Hockney. Media partnerships were made with *Sight and Sound* magazine and *The British Journal of Photography*. There was also a high-profile awards evening hosted at BFI Southbank. There was increased support for the And/or prizes from booksellers including The Photographers' Gallery, BFI Southbank Film Book Store and Foyles of Charing Cross Road, where displays of all shortlisted books were mounted. All these initiatives have raised new awareness of the awards in the publishing industry and book-buying public.

In order to build further on the profile and reach of the And/or awards in this anniversary year, we have again appointed specialist agency Colman Getty to handle the publicity and judging for the 2010 awards. Colman Getty (managers of the Man Booker prize) have substantial experience of running literary prizes, and will continue to raise the profile of the And/or awards.

We therefore invite you to send one copy of each of your submissions direct to Colman Getty, at 28 Windmill Street, London W1T 2JJ as soon as possible, and no later than Monday 2 November, 2009 (but any book published by 31 December is eligible and can be submitted up to this date). If your entries are eligible, we will ask you to send further copies to each of three judges by Monday 21 November. The names of the judges for the 2010 awards will be announced shortly.

Photography books and books on the moving image (film, video or television, digital imaging and animation) published between 1 January and 31 December 2009 are eligible for submission. Any book published by 31 December is eligible and can be submitted up to this date. We request that each publisher submit only six titles to the Awards, in either category, in the first instance. Please refer to the rules and conditions enclosed for more details.

A shortlist of the books selected for each of the awards will be announced in March 2010 and the final winners will be revealed at an awards ceremony held at the BFI Southbank in late April 2010. Following the Awards ceremony, a copy of every book submitted for the Awards will join the Kraszna-Krausz Collection held in the National Media Museum Bradford.

Full details of the rules, eligibility and entry forms for each category can be downloaded from the Awards website at: www.andorbookawards.org.

Kind regards,

Sarah Jackson
Awards Administrator