



The And/or Book Awards 2010 Rules and Conditions of Entry

The And/Or Book Prizes

Up to £10,000 in prizes will be awarded to the author(s) of the best book on photography and the best book on moving image as selected by two panels of specialist judges. The awards will be made entirely at the discretion of the judges.

A shortlist of 3-6 titles will be selected by the judges in March 2010. The prize winners in each category will announced at an awards ceremony in April 2010.

Eligibility

Books entered for the And/or Awards must have been published for the first time between 1 January and 31 December 2009. English language translations first published within the qualifying period are eligible. Only books in the English language, published or distributed in the UK, may be entered.

The judges will be looking for works which make a significant contribution to scholarship, history, research, criticism, science or conservation in the fields of photography or moving image. Books should use photographs as more than a means of illustration.

Books which will be eligible for submission are those which engage with the following:

- the art, culture, contemporary practice or history of photography and/or the moving image

- the educational and social issues of photography and/or the moving image
- biographies and autobiographies of photographers and/or film makers or those who engage with photography and/or the moving image, either historical or contemporary
- the technical, scientific or conservation applications of photography and/or the moving image, either historical or contemporary
- books, monographs or exhibition catalogues
- reprints or revised books should have a significant amount of new material, and the original or earlier editions should not have been considered for these awards previously
- scholarly journals, when they are collections of essays sharing a theme or subject
- publications delivered on CD-ROM or other medium (accompanied by the book form of the title if applicable)

Please note that books which will not be eligible for submission are:

- collections of photographs or images with no significant text
- books on the moving image which do not include images
- biographies of actors

The decision of the Chairman, and trustees as to whether a book is eligible shall be binding.

Conditions of Entry

Entries will be accepted from publishers only, and will not be accepted direct from authors unless they are acting as their own publisher.

There is no fee for submission, but we request that each individual publisher submit only six titles to the awards, in either category, in the first instance. Please contact Chris Baker at Colman Getty if you have more titles that you wish to submit, which you believe meet the awards criteria.

The judges reserve the right to consider any books not submitted by their publishers, subject to their conformity with the qualifications cited, and subject to the publisher's agreement to submit copies on request.

One copy of each submitted book must be sent, with a completed entry form, to Colman Getty, 28 Windmill Street, London, W1T 2JJ, by no later than Monday 2 November (but any book published by 31 December is still eligible and can be submitted up to this date).

If eligible, further copies will be requested to be sent to each of the three relevant category judges with a final closing date of Monday 21 November, together with a copy of the original entry form accompanying each book.

No copies of books submitted and received shall be returned.

Prize monies shall be allocated in their entirety to the authors of the winning books, and the publisher of a winning book shall be the sole arbiter in deciding who the authors are.

The editor of a contributed book may be considered its author.

The judges reserve the right to withhold prizes if necessary. The judges' decisions are final and binding, in consultation with the Trustees of the Kraszna-Krausz Foundation.

Promotion

Long-listed publishers will be contacted in February, and will be requested to submit a jacket cover image and at least three images from within the selected book(s) for publicity use. These should be sent at least two weeks before the announcement of the prize shortlists, and should be scanned at at least 300dpi with the longest side at least 15cm in length.

Shortlisted publishers are requested to provide five copies of each shortlisted book within one week of the shortlist announcement, to be used for press reviews or competition prizes. Publishers and booksellers will receive And/Or Book Award stickers which can be placed on the covers of shortlisted books.

The publisher of the winning book in each category must undertake to print the following on the jacket of any subsequent edition: Winner of The And/or Award for the Best Photography Book or Winner of The And/or Award for the Best Moving Image Book as appropriate. Publishers and booksellers will receive And/or Book Award stickers which can be placed on the covers of winning books.