

2021 Kraszna-Krausz Book Awards

Rules and Conditions of Entry

- **Entry form and digital sample deadline: Sunday 17 January 2021**
- **Deadline for judges' books: Sunday 31 January 2021**

1. The prizes

- a) The Kraszna-Krausz Book Awards consist of two prizes:
- 1) £5,000 will be awarded to the author(s) of the winning book on photography as selected by a panel of specialist judges.
 - 2) £5,000 will be awarded to the author(s) of the winning book on the moving image as selected by a panel of specialist judges.
- b) The awards will be made entirely at the discretion of the judges.
- c) The panels of judges are chosen by the Kraszna-Krausz Foundation Trustees.
- d) The prize winners in each category will be celebrated via a special winner's event. This is currently planned for May 2021 but is subject to change in response to the ongoing Covid pandemic and related government guidelines.
- e) A shortlist of three titles for each award will be selected by judges in March 2021. The authors of shortlisted titles will be invited to participate in a bespoke communications campaign which will showcase their books and help build interest in the subsequent winners announcement and any related events.

2. Eligibility

- a) Books entered for the Kraszna-Krausz Book Awards must have been published for the first time between 1 January and 31 December 2020. The year stated on the imprint page will be taken as the year of publication. If a book was published in late 2019 but its release and availability for sale delayed due to the pandemic, it may still be eligible for the 2021 awards. Please contact info@kraszna-krausz.org.uk to discuss submission.

b) Books must be published, distributed or available to buy (including via online retailers) in the UK.

c) The judges will be looking for works making a significant contribution to the art, 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.

d) 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

Additionally:

- 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 are eligible
- publications may be delivered on CD or other electronic medium (accompanied by the book form of the title if applicable)

e) Non-English language books must be accompanied by an English language translation of all text. English language translations first published within the qualifying period are eligible.

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

- collections of photographs or images with no significant text
- biographies of actors

g) The decision of the Foundation's Trustees as to whether a book is eligible shall be binding.

3. Conditions of Entry

a) Submissions are welcome from publishers, authors, collectives and individuals self-publishing their work.

b) Self-published titles must have been released in a minimum print run of 100 copies and have an ISBN or be registered with the British Library.

c) Publishers may submit up to eight different titles.

- d) There is no fee for submission.
- e) 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 provide copies on request.
- f) To submit, you are required to:
 - Complete an entry form (downloadable from www.kraszna-krausz.org.uk)
 - Email a sample pdf of or from the book
 - Email **5 - 7 jpeg** images of or from each submitted book

These items must be sent to info@kraszna-krausz.org.uk with '2021 Awards' as the subject line.

The deadline for the submission of the entry form and digital materials is **17 January 2021**.

- g) Eligibility will be confirmed by email and, if approved, a hard copy of the book will be requested to be sent to each of the three panel judges (three copies in total) with a final closing date for postage of **31 January 2021**.
Postal addresses will be confirmed subject to eligibility.
- h) An additional two copies of longlisted titles will be requested for press, promotion and exhibition. The postal address will be confirmed following notification of inclusion on the longlist (early March 2021).
- i) No copies of books submitted shall be returned.
- j) Prize monies shall be allocated in their entirety to the authors of the winning books. The judges' decisions as to what parties constitute "the author" are final and binding, in consultation with the Trustees of the Kraszna-Krausz Foundation and a book's publisher.
- k) The editor of a book may be considered its author.
- l) The judges and Trustees 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.

4. Media & Promotion – Information for longlist, shortlist and winners

The Kraszna-Krausz Foundation works with a communications agency to showcase and promote the longlisted books and the wider work of the Foundation via an awards media campaign. The campaign will encompass print and digital press, and promotion via the [Foundation's website](#) and social media platforms.

Long, shortlisted and winning authors will be asked to participate in the awards media campaign. Selected promotional and press requests will be agreed in advance. Example activity may include creation of bespoke digital content such as short films celebrating a publication, interviews with authors and online image galleries. All requests will be agreed on a case by case basis by the author and the Kraszna-Krausz Foundation in conjunction with the communications agency.

a) If you are a publisher submitting on behalf of an author, please ensure notice of the awards media campaign as described above has been given to them before submitting their book.

b) Publishers will be contacted in early March 2021. You will be asked to provide **two** additional hard copies of the book for press and exhibition. These will be non-returnable.

c) To support the media campaign for the awards, longlisted publishers will be asked to provide:

- High res jpegs, 300dpi with the longest side at least 15cm in length, to include:
 - The book cover artwork
 - **10** individual images (NOT page spreads) from within the book
 - **5** Product shots of and page spreads from within the book
- Accompanying caption information and credit line for all images
- All images **must** be signed off for press and promotional use in relation to the Awards by all relevant parties which may include the author/artist, publisher, copyright holder and gallery. Images will be used for print, online and social media promotion and shared with selected press for use solely in relation to the respective books and the Awards.
- If available, a press release relating to the submitted book and details of any key press achieved.

d) The winners may be asked to participate in a special award event. The format and date of any event is to be confirmed. For example, the 2020 award winners were celebrated during [a livestreamed, in conversation](#) event staged in partnership with The Photographers' Gallery, London. Any event will be recorded and subsequently featured on the Kraszna-Krausz website.

e) The publisher of the winning book in each category must undertake to print the following on the jacket should there be a subsequent edition: *Winner of the Kraszna-Krausz Photography Book Award* or *Winner of the Kraszna-Krausz Moving Image Book Award* as appropriate.

5. Enquiries

All enquiries concerning the Kraszna-Krausz Book Awards should be directed to Alex Anthony: alex@kraszna-krausz.org.uk