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### **First ISO 5000 Photo Award of the Hans-and-Annemarie-Weidmann-Foundation**

(Press Release May 9, 2018)

**Laura Brichta** is the first winner of the **ISO 5000** Photo Award of the Hans-and-Annemarie-Weidmann-Foundation. The prize is exclusively tendered to students of the HfG Offenbach and was endowed with 5000 Euros. The jury consisted of Celina Lunsford, artistic director of the Fotografie Forum Frankfurt and Sascha Mintkiewicz, member of the board of the Hans-and-Annemarie-Weidmann-Foundation.

The name of the prize refers to the advanced possibilities of digital photography that goes far beyond the capacity of the human eye. The foundation was established in honor of architect Annemarie Weidmann during her lifetime. With this award the foundation is supporting a project which has yet to be realized. The contest is an invitation to submit a coherent and well thought-out photography concept. The concluded art work will then be shown in an exhibition in Bad Homburg.

The current prize finances the photo project of Laura Brichta in which the inner self and the architectural cosmos of the Spanish architect Ricardo Bofill are to merge in a surreal impression. With the high-quality applications, it is only a coincidence that the award-winning project is also linked to the profession of the foundation's name giver. In the future, the prize will be awarded annually.