

MEDIA RELEASE: Monday 8 March 2021

AOTEAROA
MUSIC PHOTOGRAPHY AWARD
WHAKAAHUA PUORO TOA
2021



AUCKLAND
UNESCO CITY OF MUSIC
TĀMAKI MAKURAU
UNESCO PĀ PUORO

[●] auckland
festival of
photography
[whakaahua hākari]

Auckland Festival of Photography and Auckland UNESCO City of Music are proud to present the inaugural *Aotearoa Music Photography Award / Whakaahua Puoro Toa* competition to be held during NZ Music Month - May 2021!

“Music photography is an art form; whether it’s a community event, a big festival highlights or a gig review, photography is always there. It’s a wonderful cultural activity. We welcome Auckland UNESCO City of Music as our partner and look forwards to some great entries”
said Julia Durkin MNZM the founder and director of Auckland Festival of Photography.

“Photography and photographers are vital in preserving the memories, legacy and wairua of our musicians and venues,” said Auckland UNESCO City of Music Director, Mark Roach.
“We welcome this new platform that celebrates the craft of music photography and our music heritage.”

Open to all New Zealand professional and community photographers, online entries can be submitted from 1 – 24 May via the festival [website](#).

At an awards function on **Friday 28 May** the winners will be announced and prizes allocated, including the first prize of **\$1500 cash**.

This award is part of the 2021 [Auckland Festival of Photography](#) programme which runs free and in various locations around Auckland from 3 – 20 June.

In conjunction with [Auckland UNESCO City of Music](#) and with the support of media partner [AudioCulture](#) the winners work will be widely promoted and cemented in history as the first ever winner of the official *Aotearoa Music Photography Award / Whakaahua Puoro Toa*.

MEDIA:

For more information please see below or contact:

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The Auckland Festival of Photography is a city-wide contemporary art and cultural event which takes place within Auckland's major galleries, project spaces, non-gallery venues and public sites during June each year. The programme includes a mix of emerging and established artists and comprises existing works and creation of new work. The annual Festival is produced by the Auckland Festival of Photography Trust.

The Trust is a not for profit charitable trust working to further the presence and awareness of photography in Auckland through joint programming, audience development and profile raising activities.

To find out more about the festival see photographyfestival.org.nz



About Auckland UNESCO City of Music | Tāmaki Makaurau Pā Puoro:

Auckland was designated by UNESCO as a Creative City of Music in 2017 part of the global **UNESCO Creative Cities Network**. The governance of the City of Music is comprised of stakeholder organisations from the music sector and Council organisations, and endorsed by the Council's Mayor and Governing Body.

By joining the network Auckland is acknowledging its long and rich musical history and its commitment to sharing best practice developing partnerships that promote creativity and strengthening participation in cultural life.

Download the Auckland Music Strategy and find out more at aucklandcityofmusic.nz

AUDIOCULTURE

IWI WAIATA

AudioCulture is “the noisy library of New Zealand music.” It is an online celebration of the people who have created the music, the scenes they shaped, and the audiences they played to. AudioCulture works with artists, historians and music industry people to tell the stories of nearly one hundred years of New Zealand popular music culture,

AudioCulture is for everyone with an interest in New Zealand popular music, whether they are a music fan looking for entertaining information, an academic looking for facts, or a nostalgia buff going on a trip down memory lane.

The site is funded by NZ On Air and run by the Digital Media Trust.

audioculture.co.nz