

## **PRESS RELEASE:**

### **Heading: Alfred Vowles Photographic Competition**

Are you an amateur photographer and do you love Exmoor? The Exmoor Society's biennial Alfred Vowles Photographic Competition encourages people to look more closely at Exmoor's special qualities. The Society is hoping that stimulating and unusual photographs will be submitted again this year and there is plenty of time to get out onto Exmoor and capture the perfect image before the closing date of 31<sup>st</sup> December 2017. The three categories, each offering a £50 prize, are – Wildlife, Heritage and Landscape. The Alfred Vowles Memorial Trophy, donated by his family, is presented to the overall winner of the three categories.

The presentation of prizes and the trophy takes place in the following Spring, at the opening of an exhibition of the winning photographs and many of the other entries, at The Exmoor Society's headquarters in Dulverton High Street. The trophy is held by the winner until the next competition.

Alfred Vowles was born in 1882 and was a well-known local photographer who, for over thirty years until the late 1940s, devoted his life to recording the landscape, life and people of Exmoor. He immersed himself in the established styles and processes of the day and for many years ran a thriving business selling postcards of his work from a shop in Minehead, having earlier worked for Kodak in London. Alfred Vowles' legacy is a most valuable document of the Exmoor of the period.

The judges have provided a few tips:

- Make sure the image is in focus.
- Consider the composition carefully. Don't include too many elements. It is easier to make a good composition if there is just one focal point.
- Look at where the light is coming from and use it to your advantage. Rather than having it behind you, the image might look better if it came from one side.
- You can lead the viewer to a focal point by framing a scene with, for example, an archway, window, or tree branch.
- A sense of depth can be created by using leading lines (e.g. roads, paths, rivers, fences).
- Avoid choosing photos with bleached out skies or overly dark foregrounds.
- Perspective: a shot from a low or an unexpected angle can produce an eye-catching image.

- If an image impresses you, it will probably impress others – do have a go, we'd love to see the result.

Chairman Rachel Thomas said: 'It's thrilling to see that Exmoor stimulates the creative talents and this competition encourages people to experiment with photography in order to capture the unique qualities of Exmoor.'

For further details, helpful photographic tips and an entry form can be downloaded from The Exmoor Society's website: [www.exmoorsociety.com](http://www.exmoorsociety.com)

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Word Count: 450

Images:           2016 Wildlife Category Winner: Keith Hann  
                      2014 Heritage Category Winner: Diana Scott  
                      2009 Scenery Category Winner: R Yardley

Note to Editors:

The Exmoor Society exists to promote and organise action for the conservation and enjoyment of the landscape, wildlife and cultural heritage of Exmoor national park. It was established in 1958 and successfully fought proposals to afforest The Chains, the central moorland area of Exmoor. It has continued to campaign against adverse changes and encourage people's understanding of the park's special qualities. It acts as an independent watchdog and champion for Exmoor's status as a national park.