



## PHOTOGRAPHY EXHIBITION 2021

### EXPRESSION OF INTEREST GUIDE

Edinburgh Science is seeking expressions of interest to contribute existing photographic images to exhibit in the 2021 Edinburgh Science Festival photography exhibition.



**LOCATION:** Major public outdoor location in Edinburgh (previous locations include the Mound, the Scottish Parliament forecourt, Festival Square, Portobello Promenade)

**DATES:** June – July 2021 (exact dates TBC)

**ESTIMATED AUDIENCE:** 56,000 (based on figures from 2019 A Human Touch exhibition outside the Scottish Parliament, and 2020 Into the Blue exhibition on Portobello Promenade)

**CONTENT:** Approximately 30 large-scale images with captions (written by Edinburgh Science)

### WHAT ARE WE LOOKING FOR?

This call is open to anyone - individuals, groups or organisations that can provide existing beautiful, thought-provoking, high-resolution photographic images (at least 5906 x 3545 pixels). We are looking for images that can communicate a scientific story as well as being visually striking. We are seeking images on these possible exhibition themes:

#### FOOD AND SUSTAINABILITY

The importance of food, food sustainability and environmental issues surrounding food production.

#### HUMAN CONNECTION TO NATURE

The importance of the natural world to human health and happiness, and the effects of the climate crisis on nature.





We will be looking for the following from any chosen content contributors:

- Permission to reproduce for display in the exhibition any images you contribute if they are selected.
- Permission to use the image(s) in print and digital media as part of our mixed method campaign approach for marketing the 2021 Festival.
- Highest possible resolution file for each image (at least 5906 x 3545 pixels) to ensure the best possible quality. The final exhibition images will be printed at 1200mm x 2000mm. The final decision on whether to go ahead with printing will only be decided once the image files have been received and resolution checked by our printer and designer.
- Caption details: the name of collection, photographer and title of image. We would also appreciate details of any story behind the image. Edinburgh Science will be writing the captions for each image and content contributors will be credited under the image.

## COSTS

Please advise if there would be any costs associated with the above permissions when submitting your expression of interest.

Organisations: any donated images would be credited to your organisation under the image. If you would be interested in increasing your brand presence at the exhibition, we can discuss opportunities for sponsorship which would include your organisation logo appearing on the list of supporters at the exhibition, in our brochure and on our website. Please mention this when submitting your expression of interest for more information.

## SUBMIT AN EXPRESSION OF INTEREST

Please send your expression of interest and links to any relevant images to [emily.raemaekers@scifest.co.uk](mailto:emily.raemaekers@scifest.co.uk) for your chance to be part of this exciting project.