



RHS PHOTOGRAPHIC COMPETITION 2019 - PORTFOLIO

A GUIDE FOR PHOTOGRAPHERS

WHAT IS THE PORTFOLIO CATEGORY ALL ABOUT?

The Portfolio category (category 9) of the RHS Photographic Competition is special because it is a unique opportunity to have your photography judged for an RHS Medal

In the other 8 categories of the RHS Photographic Competition individual images are judged and an overall winner is selected from the winners of each category.

The Portfolio category is different because;

- Photographers send us an initial entry of a minimum of 6 images in a series or with a distinct common theme
- A shortlist is created from these initial entries
- Shortlisted photographers print and hang their entry at an RHS show
- Shortlisted entries are judged as a whole against a set of RHS criteria at the RHS show
- RHS Medals (Gold, Silver Gilt, Silver and Bronze) are awarded
- A 'best in show' with a cash prize is awarded to the most outstanding exhibit

WHAT IS THE PROCESS FOR ENTERING?

The process for entering the Portfolio category is also a bit different;

- Entries are initially submitted electronically by email (entry is free). Send your image files (minimum of 6) via a file transfer site such as WeTransfer to Photoportfolio@rhs.org.uk.
- All entries are assessed by members of the Photographic Art Portfolio Judging Panel and those entries considered to meet the standard of a Silver RHS medal are shortlisted and invited to print and hang their work at an RHS Show.
- Judging takes place at the RHS show and considers all aspects of the entry against RHS criteria including how it is displayed.
- Medals are then awarded and the 'best in show' selected (note that Portfolio entrants are not eligible for the overall winner of the RHS Photographic Competition)

WHY SHOULD I ENTER?

Entering the Portfolio category brings a variety of benefits for professional and hobbyist photographers alike. All submitted entries are carefully reviewed by the judging panel and brief feedback is provided to everyone, whether or not you are selected to exhibit.

If your work is selected for exhibition, it will be seen by visitors to the show including potential buyers and commissioners. You have the opportunity to sell your work and distribute marketing materials at the exhibition. In addition, a selection of Portfolio entries will be part of the RHS

Photographic Competition exhibition at RHS Gardens, bringing your work to an even larger audience.

The RHS is committed to sharing the best images from Portfolio in *The Garden* magazine, bringing your work to an audience of over 450,000 RHS members.

PORTFOLIO RULES AND REGULATIONS

1. IMAGE REQUIREMENTS

- 1.1. All photographs must be of plants, flowers or gardens or some aspect of botany or horticulture, including fungi and lichens. This may include people in a horticultural environment.
- 1.2. Photographs that have been enhanced digitally will be permitted, but photographers must indicate where digital enhancements have been used either on labels, price lists, or literature to support their display.
- 1.3. Black and white or colour photographs are accepted but not a mixture of both.
- 1.4. Judges will not favour any one photographic style over any other. However, they will expect photographers to use their chosen techniques with awareness and sensitivity.
- 1.5. Images which have been previously exhibited at an RHS show are not permitted.

2. SERIES REQUIREMENTS

- 2.1. A minimum of six images in a series of on a distinct common theme
- 2.2. The choice of subject is left to the photographer. This might be as general as 'Winter' or as specific as 'The genus Dahlia'.
- 2.3. There should be a stylistic integrity throughout the display.

3. PRE-SELECTION FOR PREVIOUS MEDAL WINNERS

- 3.1. Pre-selection is no longer available for previous winners of medals in RHS Portfolio.
- 3.2. All entrants must submit their entry for shortlisting by the deadline of 10am (UK time) on 1st March 2019.

4. EXHIBITION REQUIREMENTS

Selected photographers will be invited to print and hang their entry at an RHS Show in order to be judged for RHS medals. The following rules relate to the exhibition.

- 4.1. Photographers are responsible for the printing, hanging and removal of their exhibit but international entrants may engage a third party to hang/remove their exhibit on their behalf.
- 4.2. Only photographic prints may be exhibited. No items, props or dressing of the exhibit is allowed other than labels and pricelists.
- 4.3. Photographs may be up to A2 in size (42x60cm or 17x24in) (un-mounted).
- 4.4. Work may be shown framed or unframed but the exhibit must not be a mixture of both.
- 4.5. Images of different sizes within the same exhibit will be accepted, but overall the exhibit should be balanced.
- 4.6. The exhibit must fit into the allocated space. Photographers invited to exhibit will be offered a variety of space options from which to request their preference. Space will be allocated to ensure all exhibits can be accommodated and there is not guarantee that

- requested space will be available. Exhibiting Photographers will be informed as soon as possible as to what their allocated space is.
- 4.7. Photographers are wholly responsible for providing the necessary fixings to hang their work. Details of the fixings allowed will be provided prior to the exhibition.
 - 4.8. The exhibit must be labelled in accordance with the requirements listed at Section 4. Exhibit Labelling Requirements.
 - 4.9. The Show manager may require a photographer to remove all or part of an exhibit if it is deemed to be unsuitable by the RHS.
 - 4.10. Sale of work - Works which are for sale must be indicated with a letter or number that matches the price list. Price lists must not be displayed until after judging. A maximum of two price lists may be displayed fastened to the background. Price lists must be easily readable. The prices of photographs must not be indicated in any other way.
 - 4.11. No photograph forming part of the exhibit may be removed or substituted during the show. After judging has taken place nothing except price lists may be added to the display.
 - 4.12. Marketing material. Exhibiting photographers may display only business cards and price lists. No other marketing or promotional material is allowed.
 - 4.13. Manning of exhibits - Photographers who are selling their images may be present during the open hours of the show. Photographers are asked to show consideration to neighbouring photographers and to avoid encroaching on their exhibit space (e.g. obscuring the work of neighbouring photographers when conducting business with prospective clients).

5. EXHIBIT LABELLING REQUIREMENTS

- 5.1. All plants in each exhibited photograph must be labelled with a Latin name and that name should be styled in accordance with the Plant Name Style Guide at 5.7 below.
- 5.2. Labelling is considered a key part of the overall presentation of the exhibit and will be judged accordingly.
- 5.3. Latin names must be provided on labels that accompany the photographs or on the photographs themselves.
- 5.4. Plants bought from garden centres or nurseries and photographed may be misnamed. Photographers should ensure that the names used are the correct names (check <https://www.rhs.org.uk/plants/search-Form> for accepted names).
- 5.5. A name plate showing the name of the Photographer and title of the exhibit will be provided by the RHS and must be displayed as part of the exhibit once judging is completed.
- 5.6. Photographers may display one piece of interpretation for their exhibit containing information about their work, inspiration and techniques. This interpretation must provide judges with information about any digital enhancement of the images.

5.7. Plant Name Style Guide

- 5.7.1. Latin names must give at least genus, and where available the species. These must be italicised with the genus capitalised and the species beginning with a lower case letter e.g. *Hyacinthoides non-scripta*
- 5.7.2. Cultivar names should be included where known and must be presented in regular Roman script and between single quotation marks with main words capitalised and less important word non-capitalised. e.g. *Lilium* 'Pot of Gold'
- 5.7.3. Trade Designations/selling names may be included and must be presented in capitals without quotation marks and followed by the correctly styled cultivar name e.g. *Clematis* INSPIRATION 'Zoin'

- 5.7.4. If you wish to include details of a subspecies or variety please note that the abbreviations for these must not be italicised and subspecies should begin with a lower case letter e.g. *Narcissus romieuxii* subsp. *albidus*
- 5.7.5. If a plant is a hybrid it must be presented as *Lilium* × *parkmanii* ensuring that × (times) is used and not x the letter.
- 5.7.6. The inclusion of plant name authorities and collection numbers associated with a name is optional.
- 5.7.7. If in doubt check the current edition of the *RHS Plant Finder*

6. JUDGING, AWARDS & PRIZES

- 6.1. The following Royal Horticultural Society medals are available for award:
 - Gold
 - Silver-Gilt
 - Silver
 - Bronze
- 6.2. A cash prize of £500 plus an RHS gift membership is awarded to the Portfolio named Best in Show
- 6.3. Photographs are judged as a complete display so that, if one or more works are of a lower standard than the others with which they are shown, the level of award may be adversely affected.
- 6.4. Exhibits are judged anonymously with photographer's names only available to the judges after judging is completed.
- 6.5. Judges take into account the overall impression of a display, including details of presentation such as mounting, labelling and framing, the botanical and horticultural content and photographic quality.
- 6.6. Gold medals are only awarded to exhibits of the highest standards. If an exhibit is judged to be below a Bronze medal no award will be made. The judges adhere to strict guidelines and all decisions are reviewed by a Moderator to ensure consistency.
- 6.7. The decision of the judges is final.
- 6.8. Feedback is available on request after judging and is available to all photographers on the first day of the show.
- 6.9. Medal cards will be placed on exhibits. Additional cards may be ordered from the RHS at the show. Each duplicate medal card costs £5.

FREQUENTLY ASKED QUESTIONS

- 1. Is my photography good enough?**

Portfolio is judged against a variety of criteria including the technical execution of the photography, how the entry hangs together as a whole, how the entry is presented and the horticultural content of the images. The only way to really know is to enter and as it's free to submit a digital entry and every unsuccessful entrant receives feedback to help them improve - there is nothing to lose.
- 2. What is the timeline for Portfolio?**

Portfolio entry opened on 8th July 2018 and the deadline for entries is 10am on 1st March 2019. Shortlisted photographers will be contacted in mid-March 2018 and judging will take place at an RHS Show later in 2019 (exact dates are still being confirmed).
- 3. Isn't printing and hanging an exhibition expensive?**

There are undoubtedly costs to printing and hanging your work. However there are no requirements to use expensive framing to do so and a variety of cost-effective methods of

presenting your work are available to you. Work may be displayed unframed with simple card mounts, or on frameless media such as foamcore.

4. Who are the judges?

Portfolio is judged by members of the RHS Photographic Art Portfolio Judging Panel. Panel members come from a wide range of backgrounds, some are professional plant and garden photographers, others are photographers working in other fields such as architecture. Others have their background in plantsmanship or gardening but all have a keen interest in photographic art and plants. Judges are selected each year and they do change year on year depending on their availability.

5. Can I discuss my entry with someone?

If you are considering entering Portfolio for the first time and have questions which this guide does not answer please contact the RHS Portfolio Lead Sian Tyrrell on siantyrrell@rhs.org.uk.

If you have entered Portfolio we are unable to enter into discussions about your entry until after the selection meeting and provision of feedback. If you have been selected to exhibit your work and would like to discuss your exhibit please contact the RHS Portfolio Lead Sian Tyrrell on siantyrrell@rhs.org.uk.

Please do not contact members of the RHS Photographic Art Judging Panel directly about Portfolio. Any enquiries addressed to Panel members directly will be forwarded to the RHS Portfolio Lead for response.

6. When will the exhibition be and what if I can't make it?

The exhibition will be 21st - 25th July 2019 at the Lindley Hall in London. You will be able to hang your work on Monday 22nd July and will need to remove it between 6pm and 10pm on Thursday 25th July. Judging will take place on Tuesday 23rd July and medal cards will go out by 10am on Wednesday 24th July.

International entrants who cannot make the exhibition in person may employ a third party to set up and take down your exhibit and they may also collect any medal awarded on your behalf. UK entrants who cannot make the exhibition have the option to defer their entry to the following year. If you wish to defer your entry please notify photoportfolio@rhs.org.uk before 15th June 2019.

The RHS is unable to assist with the hanging of exhibits.