



2015 AWARD WINNERS

Prix HSBC
pour la Photographie



[hsbc.fr/prixhsbc](https://www.hsbc.fr/prixhsbc)

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CONTENTS

Press release	4
2015 award winners	6
2015 selection by François Cheval	10
2015 nominations	12
Executive committee	15
Missions and initiatives	16
Award winners and artistic advisors	17
2015 Travelling exhibition	19

Maia FLORE & Guillaume MARTIAL

2015 AWARDS

Prix HSBC pour la Photographie

The 20th Prix HSBC pour la Photographie nominated François Cheval as 2015 artistic advisor, who proposed 12 photographs to the members of the Executive Committee “*a deliberate decision to look for a new tone (...) of alert and joyous chronicles of the world, where observation alternates with narration*”.

Maia FLORE and **Guillaume MARTIAL** have been awarded the 20th Prix HSBC pour la Photographie.

2015 will mark the launch of more substantial support with a fifth stage in the travelling exhibition and help in producing the works presented in this latest exhibition, providing a new impetus for the award winners.

Maia FLORE



"The work is strongly impregnated with the characteristics of her anatomy, her long red hair, skin so white, so reserved and rejecting exhibition."

François CHEVAL
2015 Artistic advisor

Guillaume MARTIAL



"This photographic Jacques Tati enjoys inscribing his body/sign within the framework of a necessarily constraining geometry."

François CHEVAL
2015 Artistic advisor

Maia FLORE



© Maia Flore

“Maia Flore believes in the virtues of photography which is finally devoid of crude reality. The actual’s only interest is if it is transfigured. With herself as the model, or rather the acting subject, she amuses herself by staging improbable and metaphoric situations. This photography belongs to Elizabethan poetry! The work is strongly impregnated by the characteristics of her anatomy, this long red hair and skin so white, so reserved and rejecting exhibition. This body is a bridge, a tree, an object. It merges with the world, it breathes like a roaming tongue.”

François CHEVAL
2015 Artistic advisor



Born in 1988 in France. Lives in Paris

BIOGRAPHY

Her first series “*Sleep Elevations*” was selected for the 2011 “Circulations” festival. She entered the “Arthothèque” collection in Rome in 2013. She is currently exhibited in France and abroad (San Francisco, New York, Philadelphia, Milan, Rome, Namur, etc.)

Her pictures have been published in the French press (Liberation, Figaro, Photos Nouvelles, etc.) and internationally (The New Yorker, La Repubblica, Kinfolk, etc.).

She was in residence in Finland in summer 2012 where she started to explore other forms of representation through installation, work she continued at the Kala Institute in Berkeley, California in 2013 and 2014.

EDUCATION

2010 Graduated from the Gobelins School - Member of French Agency VU

EXHIBITIONS

2014 *Sleep Elevations*, Hôtel St Georges and Musée Niepce, Chalon-Sur-Saône, FR
Le voyage Fantastique, Galerie Emmanuel Fremin, NY, USA - Bercy Village, Paris, FR - Institut Français, Naples & Rome, Italy
Sleep Elevations, Modernbook Gallery, San Francisco, USA
THELMA Sadoff Center for the Arts, Fond Du Lac, USA

2012 *Sleep Elevations*, Artothèque de Rome, Italy

PRIZES AND RESIDENCIES

2013 Kala Art Institute residency, Berkeley, USA
Sony World Photography Awards 2013, London, England
Finalist Onward Compé, Basho Project, Philadelphia, USA
Participant in Nord’art 2013, Germany

2012 Fiskars Artist in residence, Finland

Guillaume MARTIAL



“Space is a bodily experience. This is how we fill it, occupy it or suffer it. In the tradition of the 1970s avant-gardists, Guillaume Martial makes his former top-class athlete’s body into a semantic marker. He poses the bases of a personal alphabet, colourful and jubilant. This photographic Jacques Tati enjoys inscribing his body/sign within the framework of necessarily constraining geometry. The sole intention of this new grammar is to introduce disorder and absurdity into the desire to order the world.”

François CHEVAL
2015 Artistic advisor



Born in 1985 in France. Lives in Lyon

BIOGRAPHY

After 10 years of high-level figure skating, Guillaume Martial studied cinema at university. His short films have won prizes at several festivals in France and abroad. In 2009 he spent several months on the location where Jacques Tati's *Jour de Fête* was filmed.

In 2012 he won the SFY Young Talents prize and was exhibited at the Paris city hall. In 2013 his work was remarked upon in the *Le Monde* magazine *M* and he received the jury prize at the MyProvence festival. He joined the France(s) Territoire Liquide photographic mission and received the support of the architect Francis Soler (1990 Grand prix of architecture). In 2014 he was a finalist for the PHPA prize and Emergentes DST international prize at the Encuentros de la Imagen festival in Portugal.

He pursued his personal research within artist's residencies and worked on private and institutional orders.

COLLECTIVES AND PERSONAL EXHIBITIONS

- 2015 CCAM – Robert Doisneau Gallery, Vandoeuvre-lès-Nancy
- 2014 France(s) Territoire Liquide - Les Transphotographiques festival - Tri Postal, Lille
Les Nuits Photographiques - Projection - Pavillon Carré de Baudoin, Paris
Anne Gabrielli Gallery, Montpellier
- 2013 Regards d'artistes sur Marseille-Provence 2013 - Regards de Provence museum, Marseille
Les Nuits de Pierrevert – Projection, Pierrevert
- 2011 La Belvédéroise - Paris
- 2010 Off ImageSingulières - Sète
- 2009 Espace A La Barak - Montpellier

2015 SELECTION



In these alert and joyful chronicles of the world, where observation alternates with narration and according to the formulas which, for some, prefigure a new era for photography, the HSBC 2015 prize offers a series of unseen situations.

In the selection made one should see a deliberate choice to seek out a new tone. In plain terms, we have tracked down, among several hundred dossiers, lightness and freshness. It is true that these are serious times. It is difficult to dream of more gloomy times, but this makes it all the more necessary to highlight these people who, conscious of the decayed state of the world, see it from a distance and play with its defects. Under cover of diverse transvestism, games of chance and photographic incongruities, the artists allow themselves

complete formal and narrative liberty. This borders on carelessness on occasions. Some are received with a hostile air. So we rarely see the naturalist portrait, a document on society. No enamoured, tangled declaration for the preservation of nature, No redundant denouncement of society. Here, the real is twisted, even better, it is contorted. The camera is a weapon directed against the artificialness of reality, a strategy common to all these works. All make photography a poetic act. They construct their object, it is true; they have studied this at school. But they allow themselves to be swept away by their senses, and, above all, by the essence of the words and thoughts which submerge them.

They call themselves photographers; in fact what they like are the words that underpin them. These inventors of convoluted situations also find support in the materiality of photography to give life to their powerful imaginations. By perfect insouciance with regard to the nature of the “contemporary photograph”, they challenge these formal conventions. They return to the fundamental gestures of the pioneers to divert them more effectively. They no longer fear the small format and simply wait for the accident of the shot when developed. What will be will be! This intimacy in respect of modern clichés is pleasing in every way. It displays an affinity with play. The photograph is like a rebus when mystery reigns in the image. Even if these recitals immediately satisfy the spectator, which is rare today, they are asking to be questioned endlessly. This attentive witness, at last emancipated, must himself move from the known world to appreciate these spectacles without morals. For they cannot be seen at first sight, and they do not give themselves up to the first person on the scene. Although it appears proven that science and economics always have the last word, we still have the aberrations of the absurd. Other times will come, better times. We owe this, among other things, to this generation of creators who, in the tradition of the “Fumistes”, Dada and the surrealists, incessantly defy the rules and customs of representation.

François CHEVAL

2015 NOMINEES



© Charlotte Carcenac

Charlotte CARCENAC

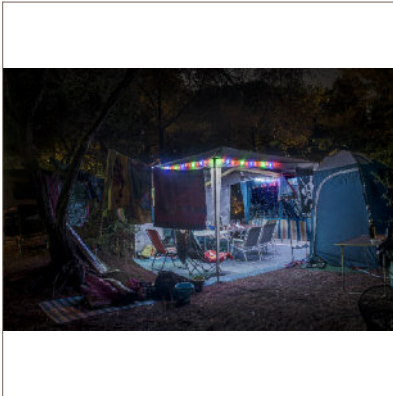
Born in 1992 - 22 years old - Lives in Paris
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© Hegemon Chaignon

Hegemon CHAIGNON

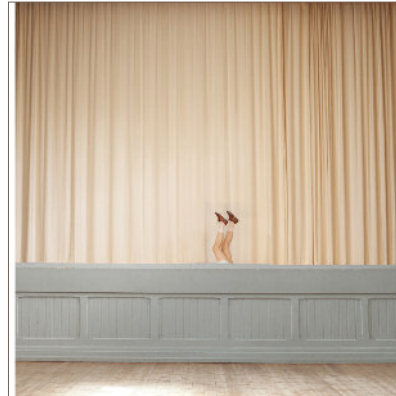
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© Willy Del Zoppo

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© Maia Flore

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2015 NOMINEES



© Marion Gambin

Marion GAMBIN

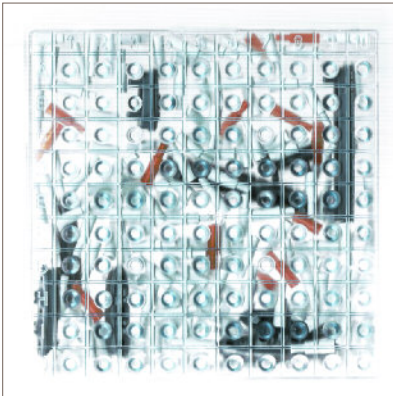
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© Marie HudeLOT

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© Bruno Isnardon

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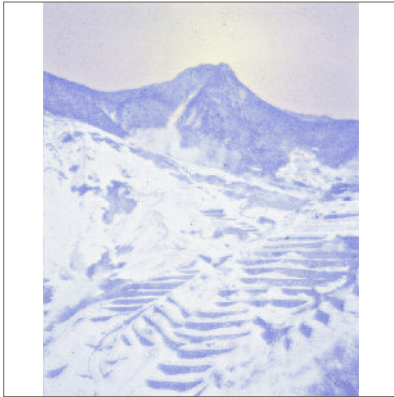
© Guillaume Martial

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2015 NOMINEES



© Alexandre Maubert

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© Philippe Petremant

Philippe PÉTRÉMANT

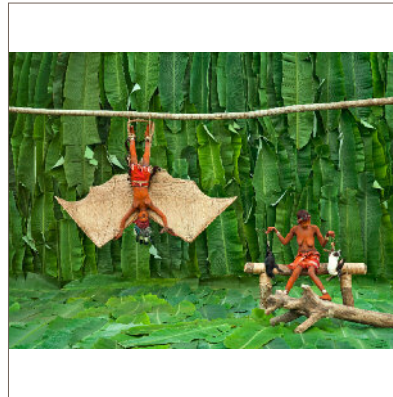
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© Baptiste Rabichon

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© Patrick Willocq

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EXECUTIVE COMMITTEE

The Executive Committee, composed of qualified artistic professionals and representatives of the HSBC Group, is responsible for selecting the artistic advisor and validating the actions of the Prix HSBC pour la Photographie.

The Committee is chaired by
Stuart GULLIVER, CEO of HSBC Group

QUALIFIED PROFESSIONALS

Patrick de CAROLIS

Director of the Marmottan Monet Museum, Paris

Christian CAUJOLLE

Journalist, writer, founder of the VU Agency and Gallery

Francis CHARHON

Director General of the Fondation de France

Henry-Claude COUSSEAU

Former director of the Ecole Nationale Supérieure des Beaux-Arts

Agnès de GOUVION SAINT-CYR

Former Inspector General for Photography at the Ministry of Culture, Director of AGSC Conseil

Renaud DONNEDIEU DE VABRES

Former Minister, Chairman of RDDV Partner

Chantal NEDJIB

Chairman of Chantal Nedjib Conseil

Zoé VALDES

Journalist, writer, producer – Lunaticus Productions

MEMBERS OF HSBC

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Lawyer for HSBC France Private Banking and Wealth
Management

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Head of Public Relations, HSBC France

Philippe HENRY

Major Clients Director, HSBC Europe

David MOLINA

Program Manager, HSBC France Private Bank

Philippe PONTET

Chairman of Investment Banking, HSBC France

MISSIONS AND INITIATIVES

The Prix HSBC pour la Photographie, created in April 1995, is now in its 20th year of accompanying young photographic creation and undertakes to support even more strongly the work of its award winners with a fifth stage in the travelling exhibition and help in producing the works presented in this latest exhibition, thus providing a fresh impetus for the award winners.

An annual competition is open from September to November to any photographer who has never had their monograph published, with no age or nationality criteria.

Each year, an artistic advisor is nominated to give a fresh outlook and to preselect around ten candidates who are presented to the Executive Committee in order to select the two award winners.

The HSBC Prize supports the two photographers by:

- **Publishing each artist's first monograph** in association with the publisher Actes Sud in the "Prix HSBC pour la Photographie Collection".
- **Organising the travelling exhibition of their works** at five cultural venues in France and/or abroad.
- **Help in producing new works**, presented during the fifth stage.
- **Guaranteeing the acquisition by HSBC France of a minimum of six works** by each award winner for its photography fund.

Christine RAOULT
Delegate General

AWARD WINNERS & ARTISTIC ADVISORS

Since 1996

2015	Maia Flore Guillaume Martial	François Cheval Director of the Museums of Chalon-sur-Saône and Chief Curator of the Nicéphore Niépce Museum in Chalon-sur-Saône
2014	Delphine Burtin Akiko Takizawa	Simon Baker Curator of Photography and International Art at the Tate Modern in London
2013	Cerise Doucède Noémie Goudal	Emmanuelle de l'Ecotais Art historian, head of the photography collection at the muse d'Art Moderne de la ville de Paris
2012	Leonora Hamill Eric Pillot	Rafael Doctor Roncero Art historian (Madrid)
2011	Alinka Echeverria Xiao Zhang	Agnès Sire Director of the Fondation Henri Cartier-Bresson
2010	Laurent Hopp Lucie & Simon	Bernard Marcelis Art critic and curator
2009	Grégoire Alexandre Matthieu Gafsou	Olivier Saillard Fashion scheduling managers at Arts Décoratifs in Paris
2008	Aurore Valade Guillaume Lemarchal	Chantal Grande Chairwoman of the Fondation FORVM for photography and Director of the Contemporary Art Centre TINGLADO 2 - Tarragona
2007	Julia Fullerton-Batten Matthew Pillsbury	Alain Sayag Photography Manager from 1981 to 2006 at the national modern art museum at the Centre Pompidou
2006	Clark et Pougnaud Marina Gadonneix	Gilles Mora Director of the "L'Œuvre Photographique" collection at Editions du Seuil

Award winners & Artistic advisors

2005	Eric Baudelaire Brigitta Lund	Olivia Maria Rubio Exhibitions Department Director at La Fabrica (Madrid)
2004	Malala Andrialavidrazana Patrick Taberna	Carol Brown Head of Art Gallery at the Barbican Centre (London)
2003	Mathieu Bernard-Reymond Laurence Leblanc	Giovanna Calvenzi Photography Director for "Sportweek" (Milan)
2002	Laurence Demaison Rip Hopkins	Robert Delpire Director of the Photo Poche collection and editor
2001	Franck Christen Jo Lansley & Helen Bendon	Alain D'Hooghe Photo chronicler, Curator, Professor of Photographic History (Brussels)
2000	Valérie Belin Carole Fékété	Jacqueline d'Amecourt Curator of the Lhoist Group collection
1999	Catherine Gfeller Yoshiko Murakami	Alain Mingam Former Photographic Editor-in-Chief for Sygma, Gamma and Le Figaro
1998	Milomir Kovačević Seton Smith	Jérôme Sans Art Critic and Curator
1997	Jean-François Campos Bertrand Desprez	François Hébel Director, Rencontres d'Arles
1996	Eric Prinvault Henry Ray	Christian Caujolle Journalist, author and founder of the VU Gallery and Agency

The functions of the artistic advisors extend only over the year stated.

2015 TRAVELLING EXHIBITION



© Maia Flore

Maia FLORE
& Guillaume MARTIAL
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Prix HSBC pour la Photographie



© Guillaume Martial

Lyon - Galerie le Réverbère

38 rue Burdeau
2 April – 2 May 2015

Paris - Galerie Esther Woerderhoff

36 rue Falguière
12 May – 6 June 2015

Mougins village

Musée de la Photographie André Villers
Porte Sarrazine
20 June – 20 September 2015

Metz - L'Arsenal

3 avenue Ney
2 October – 1 November 2015

Lille - Maison de la Photographie

28 rue Pierre Legrand
3 to 30 December 2015



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