



V&A to host next five cycles of Prix Pictet and to rename room in Photography Centre ‘The Pictet Gallery’

It is announced today (28 October 2024) that the V&A will host the awards ceremony and shortlist exhibition for the next five cycles of the Prix Pictet. The first exhibition in this series will take place from 26 September – 19 October 2025 in the Museum’s Photography Centre. Furthermore, following the Pictet Group’s generous support of photography at the V&A, one of the galleries in the Centre will be renamed ‘The Pictet Gallery’ in January 2025.

Founded in 2008, the Prix Pictet is widely recognised as the world’s leading prize in photography and sustainability. It aims to harness the power of photography – all genres of photography – to draw global attention to issues of sustainability, especially those concerning the environment. To date there have been ten cycles of the award, each with a different theme. The 11th theme is *Storm*.

The Prix Pictet has staged over 150 shortlist exhibitions in many major cities of the world with visitor numbers of over 1 million.

A single award of CHF 100,000 is given to the photographer who, in the opinion of an independent jury, has produced a series of work that is both artistically outstanding and presents a compelling narrative related to the theme. The ten Prix Pictet winners to date are Benoit Aquin, Nadav Kander, Mitch Epstein, Luc Delahaye, Michael Schmidt, Valérie Belin, Richard Mosse, Joana Choumali, Sally Mann and most recently Gauri Gill.

Duncan Forbes, Head of Photography at the V&A, said, *“We are very pleased to continue the V&A’s relationship with Prix Pictet and welcome the opportunity to exhibit prize-winning artists on the theme of sustainability and the environment. The Photography Centre at V&A South Kensington is the largest space in the UK dedicated to a permanent photography collection, and we’re delighted that with the support of Prix Pictet the Museum will continue to celebrate photography’s many histories and explore its extensive impact on our lives.”*

Isabelle von Ribbentrop, Executive Director, and Michael Benson, Director, of the Prix Pictet, said, *“Over the past decade our partnership with the V&A, one of world’s great centres for photography, has been of profound importance to the development of the Prix Pictet. We are now looking forward to extending our collaboration in ways that benefit not only the prize and the Museum but also, of course, the many outstanding photographers around the world who are working, often under the most demanding circumstances, to bring important sustainability issues to global attention.”*

Laurent Ramsey, Managing Partner of the Pictet Group, added, *“We are delighted to be entering this long-term partnership with the Victoria and Albert Museum. Since 2008 the Prix Pictet has*

championed the art of photography with a focus on sustainability. The partnership allows us to broaden this commitment by supporting the museum's outstanding work in photography, while continuing to grow the importance of the prize."

About the V&A

The V&A is a family of museums dedicated to the power of creativity — its power to entertain and move, to enrich our lives, open our minds and change the world. We celebrate and share that power through a programme of exhibitions, events, educational and digital experiences, a collection of 2.8 million objects, and through our support for new works and commitment to conservation, research and sustainable design. Together, our work tells a 5,000-year-old story of creativity, helping to advance cultural knowledge everywhere, and inspiring the makers, creators and innovators of today and tomorrow. We are always working to broaden our audiences so that everyone can be part of the V&A – because the V&A and the power of creativity belong to us all.

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