

PRESS RELEASE 22/12 2010

A unique European Media Competition has reached its closing date this week. *The "Supervision Online Youth Media Contest"* was running online for a period of 6 months, with over 250 submissions from young people around Europe.

The tagline of the contest, *"Be the Change You Want to See"* was borrowed from Mahatma Gandhi and the target group was non-professional image-makers (that is, everyone) aged 15-30.

There was no usual iPhone or cash prize to be won, just a candlelight dinner in Italy. There was no media institution backing up the project. Commercial sponsors and brand shine was also absent.

And that's why the results are absolutely exciting!

The quality of visuals, personal messages, the diversity of insights, choices and observations made by Supervision's imagemakers are breathtaking.

"Supervision is a sample of photography and video that is made every day, everywhere, by everyone. And social networking means it's out there for eternity. It's the art of young people and the expression of aliveness.

I personally want to thank these imagemakers for sharing their vision with the rest of the world."

Miki Ambrózy, *Birth-of-Image founder and Member of the Jury*

Predictable glimpses of nature, urban landscapes and everyday objects, context-ridden portraits of people and animals were used effectively to convey feelings. Photographs, videos and graphic designs that transcend routine and magnify the unnoticed aspects of daily life were submitted in the last 6 months.

We counted **40 videos**, **179 photos** and **11 graphic designs** watched by more than **3000 people** in the website of Birth of Image and over **10 000 people** in the channels of Birth of Image, Supervision and Global Soma Youth Association.

We cannot do anything more than *thank you ...*

...for your willingness to send your message across, through social media.

As we came to the end of the competition we realized the unique value that our willingness and your contribution can bring to the world. Everybody has a message to tell and we are proud to have given a voice to young people who want to share their vision of the world.