

**The 4<sup>th</sup> *Prix de la Photo Madame Figaro Arles*, supported by *Women In Motion*, has been awarded to Evangelia Kranioti**



Credits : Matias Indjic for Madame Figaro

*"I dedicate this prize to women photographers, women artists and to all the women who are changing the world today, slowly but surely."*

Evangelia Kranioti

On Saturday July 6, the 4<sup>th</sup> *Prix de la Photo Madame Figaro Arles*, which is supported by Kering through its *Women In Motion* program, was awarded to Greek photographer Evangelia Kranioti for her work *The living, the dead, and those who are at sea*.

In the three previous editions, photographers Laia Abril, Paz Errázuriz and Wiktoria Wojciechowska were rewarded for their talent and their artistic commitment to women's causes. This year, the *Prix de la Photo Madame Figaro Arles* recognized the exceptional work of a young Greek artist. Through photography and film, Evangelia Kranioti looks at questions related not only to exile and transit, but also to the contrasting issues of immobilization, destiny and death, along with topics about gender and transformation.

Before her exhibition at the Rencontres d'Arles, Evangelia Kranioti had been selected by the prestigious jury of the *Prix de la Photo Madame Figaro Arles*. Presided by French actress Sandrine Kiberlain and featuring leading figures in the world of culture and the arts such as Augustin Trapenard, Rachida Brakni and Nicolas Bourriaud, the jury had been won over by Evangelia Kranioti's selection of dreamlike photographs and the empathy her work showed for all those on the margins of society.

Kering is delighted to renew its support for the *Prix de la Photo Madame Figaro Arles*, which it has partnered since 2016 through its *Women In Motion* program. To sponsor new work by the laureate, Kering's support includes prize money of €10,000.

#### **About Women In Motion**

A major priority for the Group, Kering's commitment to women extends into the world of arts and culture through the *Women In Motion* program. For although creativity is one of the most powerful forces for change, gender inequality in this area remains flagrant.

Kering, a partner of the Cannes Film Festival, launched *Women In Motion* in 2015 to shine a light on women's contribution to cinema, both in front of and behind the camera. Since then, the program has been expanded to include the worlds of photography, art and literature. Through its awards, *Women In Motion* recognizes both inspirational figures and talented young women, while its Talks provide an opportunity for some of the leading names in cinema to share their views on women's representation in their profession.

In 2019, Kering created the *Women In Motion Award* and the *Women In Motion LAB* in partnership with the Rencontres d'Arles. The *Women In Motion Award* recognizes the career of an iconic woman photographer, by acquiring some of her works with a donation of €25,000 for the Collection of the Rencontres d'Arles while the *Women In Motion LAB*, for its first years, is dedicated to a research program about women's role in the world history of photography. It also continued its support to the *Prix de la Photo Madame Figaro* dedicated to young talents.

For the past five years, *Women In Motion* has been a platform for helping to change mindsets and to providing thought leadership on both the role and the recognition given to women in all areas of the arts.

#### **About Kering**

A global Luxury group, Kering manages the development of a series of renowned Houses in Fashion, Leather Goods, Jewelry and Watches: Gucci, Saint Laurent, Bottega Veneta, Balenciaga, Alexander McQueen, Brioni, Boucheron, Pomellato, Dodo, Qeelin, Ulysse Nardin, Girard-Perregaux, as well as Kering Eyewear. By placing creativity at the heart of its strategy, Kering enables its Houses to set new limits in terms of their creative expression while crafting tomorrow's Luxury in a sustainable and responsible way. We capture these beliefs in our signature: "Empowering Imagination".

#### **For more information**

Visit the *Women In Motion* press area

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