



WILDLIFE
PHOTOGRAPHER
OF THE YEAR

The World's Most Prestigious Wildlife
Photography Competition and Exhibition

N NATURAL
HISTORY
MUSEUM

Launched in 1965, the first competition attracted 361 entries, but today receives more than 40,000 from over 90 countries. One of the most popular exhibitions at the Natural History Museum in London, the exhibition of award winners is also seen by millions of people, worldwide. The international tour of the exhibition has grown to include more than 60 venues across six continents, and has developed a loyal following across the globe.



The *Wildlife Photographer of the Year* exhibition harnesses the power of photography to promote the discovery, understanding and responsible enjoyment of the natural world. Showcasing outstanding creativity and photographic skills, inspiring wonder at the natural world and highlighting the need for wildlife conservation, is what makes the exhibition such a draw for audiences.

Based on award winners from an annual competition, *Wildlife Photographer of the Year* is the most prestigious and longest running photography event of its kind, which for 50 years has provided a global showcase for astonishing and challenging insights to the natural world.





Every year, the exhibition features up to 100 award-winning images and is available to hire in two formats: the full back-lit version and a more compact version mounted on dibond. New elements are introduced regularly and promise a fresh and exciting visitor experience each year. Recently, this included a new time-lapse category and additional digital features, which allow visitors to engage with the show through their smartphones.



We provide

- up to 100 awe-inspiring images
- atmospheric and immersive *Wildlife Photographer of the Year* soundtrack
- slideshow to be shown on screen or projected for reflective cinema-like experience
- retail opportunities with a superb range of high-quality branded merchandise for purchase
- marketing and press kits to help generate distinctive and effectively branded promotion
- a toolkit for easy and quick installation
- optional digital features

Venue requirements

- a 300-500m² (3,000–5,000 ft²) gallery space for the dibond version
- a 500-700m² (5,000–7,000 ft²) gallery space for the back-lit version

For more information on how *Wildlife Photographer of the Year* can attract visitors to your venue, please call **+44 (0) 20 7942 6245**, email **touring@nhm.ac.uk** or go to **www.nhm.ac.uk/touringexhibitions**.

We're on nature's side. We support the environment by printing on paper that is made from 100 per cent post-consumer waste, using vegetable inks. DS4153