

PICTO
FOUNDATION

PRIX PICTO DE LA MODE

PRESS RELEASE 2024 EDITION
PRESENTATION OF THE LAUREATES

PALAIS
— MUSEE DE LA MODE —
GALLIERA
DE LA VILLE DE PARIS



le19M

JANVIER

lga

DAGUERRE
PARIS PRODUCTION

MAGAZINE

la saif
Société des Auteurs
des arts visuels
et de l'Image Fixe



fisheye



LOUIS ROEDERER
CHAMPAGNE

ILFORD



THE 2024 EDITION

The awards ceremony took place on Wednesday, June 5, at the Palais Galliera, Paris Fashion Museum, after the deliberations of a jury chaired by Alexandre Mattiussi, Founder and Creative Director of [AMI Paris](#).

Yama Ndiaye wins the **Grand Prix Picto de la Photographie de Mode**. She receives a LEICA camera and will benefit from a upcoming exhibition produced by PICTO.

The **le19M de la Photographie des Métiers d'Art endowment** was awarded to **Tamibé Bourdagné**, and offers the opportunity for a collaboration with one of the resident houses of 19M, a cultural hub conceived and designed by Maison CHANEL, dedicated to the creation and transmission of the Fashion and Decoration Crafts in Paris-Aubervilliers.

Paolo Roversi gave the **Filippo Roversi endowment** to **Gabriel Gómez**, underlining the formal singularity of the series presented by the winner.

The **LGA Management / JANVIER endowment**, in collaboration with the [LGA Management](#) agency and the [digital photographic laboratory JANVIER](#), awarded the photographic and video proposal of **Silvana Trevale**.

This year, **an exhibition dedicated to the laureates and finalists** was revealed during the awards ceremony at the Palais Galliera and will be freely accessible in the walkways until June 9th.

JURY

The jury was composed of :

- **Alexandre Mattiussi**, President of the jury - Founder and creative director of [AMI Paris](#)
- **Sylvie Lécallier**, Photographic collection manager - [Palais Galliera](#)
- **Julien Gallico**, Artistic director - [Julien Gallico Studio](#)
- **Paolo Roversi**, Photographer
- **Olivier Jezequel**, Agent - [LGA Management](#)
- **Jimmy Pihet**, Director - [Agence 1889 Expérience](#)
- **Ally Macrae**, [Stylist](#)
- **Gaëlle Gouinguéné**, Manager of Communication, Press Relations and Cultural Projects - [Leica](#)
- **Jean Leclercq**, Director - Digital photographic laboratory [JANVIER](#)
- **Khoa Dodinh**, Artistic director - [Moët & Chandon](#)
- **Mathieu Bassée**, Artistic director - [Studio MTX](#)
- **Angelo Cirimele** – co-founder of [Magazine](#)
- **Annabelle Foucher**, [Photographer](#) - Grand Prix Picto de la Photographie de Mode 2023 laureate.
- **Joëlle Mestas**, Photographer and President - [SAIF](#) Cultural action commission

FIRST PRIZE
GRAND PRIX PICTO
DE LA PHOTOGRAPHIE DE MODE

YAMA NDIAYE



Yama Ndiaye is a 24-year-old Franco-Senegalese photographer. Born in Paris, to a painter father and a visual artist mother, she was immersed at a very young age in a colorful universe in which she was a spectator of creation. Through a childhood in the heart of her parents' workshop and her dual cultural heritage between Dakar and Toulouse, she felt the need to express her own perspective. Driven by an increased sensitivity to color and light, she developed a strong interest in creating photographic images and followed photography training at the Gobelins school, from which she graduated in 2023.



She opts for a poetic aesthetic mixing **staging, field photography, reappropriation of archive images** or even **mixed printing techniques**. Her work is thus located at the edge of fashion photography and a visual proposition. She devotes herself in particular to long-term personal projects, mainly exploring **the themes of diasporic representations, identity, family and even memory**. Through her dual cultural heritage, Yama Ndiaye creates intimate images linking her different memories and experiences, inviting us through these introspective journeys to read multiple and universal interpretations. Her [NATAAL](#) series was awarded the Grand Prix Picto de la Photographie de Mode 2024.





SECOND PRIZE
le19M DE LA PHOTOGRAPHIE
DES MÉTIERS D'ART ENDOWMENT

TAMIBÉ
BOURDANNÉ



Tamibé Bourdagné is a photographer based in London. Originally from Chad, Niger and Nigeria, but born and raised in Côte d'Ivoire. His work revolves around places, environments and people. **A documentary and spontaneous photographer at heart**, he loves to show the world from different perspectives, mainly from an ethnographic point of view. There's so much beauty in Africa, he believes and takes on a mission to expose it to the world through his delicate and precise approach to storytelling. Central to his practice is the way he interprets **the interaction between space, shapes and tones**, in order to form an image. His series [Synthetic Dreams](#) was highlighted by the le19M de la Photographie des Métiers d'Art endowment.



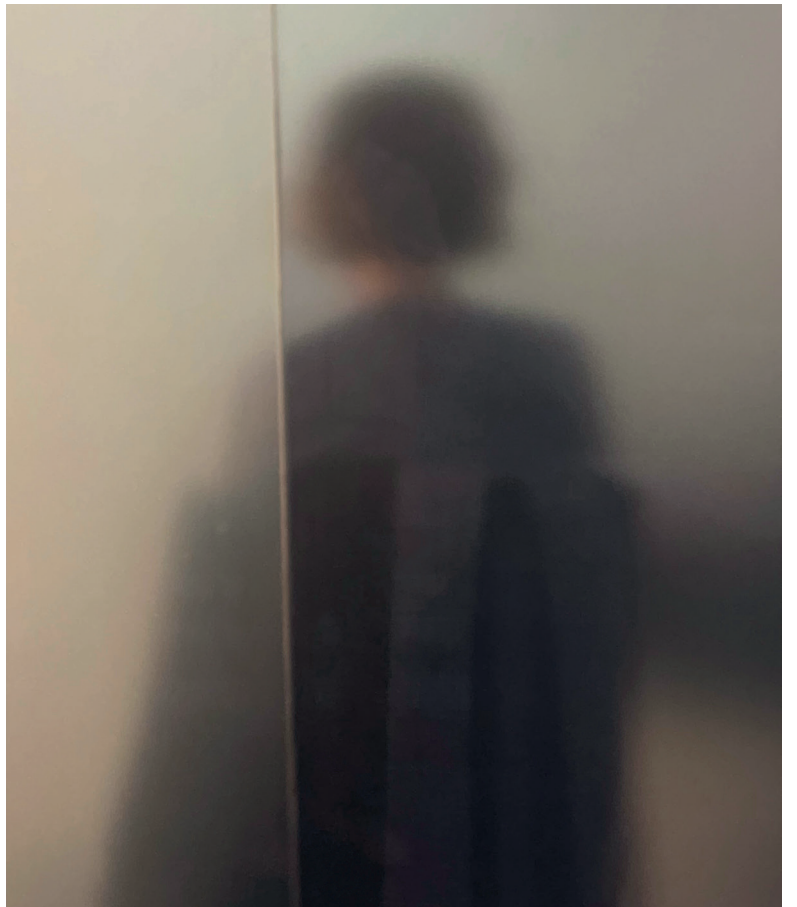
THIRD PRIZE
FILIPPO ROVERSI ENDOWMENT

GABRIEL GÓMEZ



Gabriel Gómez is a 30-year-old fashion and portrait photographer from Caracas, Venezuela, who now lives in France. He has worked with several Venezuelan fashion brands over the past ten years and was awarded the Fila prizes for best documentary work and best silhouette in 2013. He recently won The Young Talents Awards 2023, awarded by the international organisation Les Agents Associés, and was a guest photographer with Initial Labo for ArtShopping Paris 2023. He also won the prize for best conceptual work at the Fresh Eyes award Rotterdam 2024.





FOURTH PRIZE
LGA MANAGEMENT / JANVIER
ENDOWMENT
SILVANA TREVALE



Silvana Trevale was born and raised in Caracas, Venezuela. Her portrait based work is a **fusion between documentary and fashion**. She seeks to celebrate the intrinsic beauty of the human body, her Latin American roots, womanhood, youth hood and the realities of people around her. The photographer has returned to Venezuela every year since 2017 to document the lives of women, the youth, and children amidst the backdrop of economic, social, and political turmoil. Silvana collaborated with her grandmother, Rosa, and her mother, Maria, crafting **a heartfelt homage to Latin American mothers**. She takes pride in paying tribute to her personal heroines through the [Eufonía](#) series.



VIDEO

The artistic direction of the [Eufonía](#) series is also developed in video. In the context of this project, which fits into a cross-platform approach, the winner will be supported by a mentoring with LGA Management and JANVIER.



«While in Chuao, a small beach town in Venezuela's Aragua state, I worked with the local fisherwomen. Amidst their vibrant attire and meticulous preparation for the day's work, I noticed their underlying concern as their livelihoods depended on the day's catch. These women, adorning themselves with colorful clothes, makeup, and manicured nails, use their appearance as a statement of power and individuality while toiling at sea with heavy nets. My photographic journey in Venezuela has captured the resilience and creativity amidst adversity. Collaborating with stylist and creative director Daniela Benaim, this longterm project blends art, fashion, and surrealism to offer a unique perspective on Venezuela's complexity. Despite years of turmoil, cultural traditions endure as sources of strength and community across six states. From traditional dances like Joropo to the unwavering dedication of Chuao's cacao-processing women, this project celebrates Venezuela's strength, passion, and cultural resilience amid challenges like inflation and social injustice.»
Silvana Trevale

THE 2024 FINALISTS

Click on the images to see the series and the videos



© Mirielle Alina Rohr & Alcibiade Cohen
STUDY FROM LIFE



© Luca Meneghel



© Silvana Trevale



© Florent Le Roux



© Sasha Mongin



© Jeanne Dubourg



© Flore Prebay



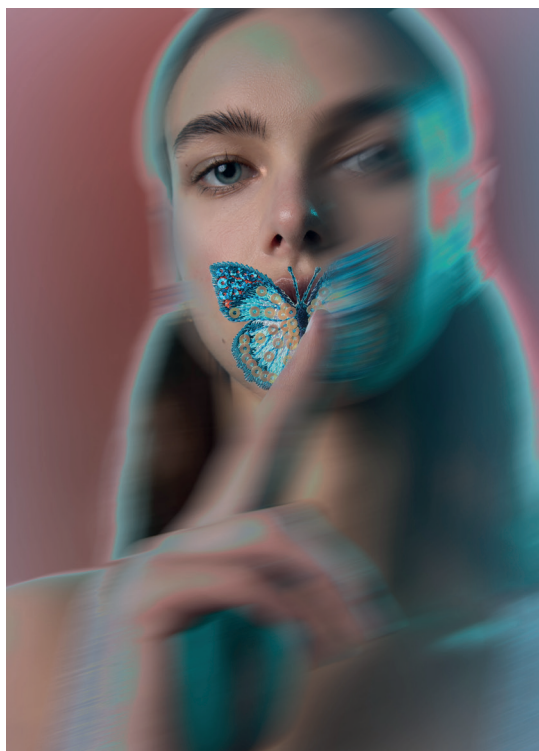
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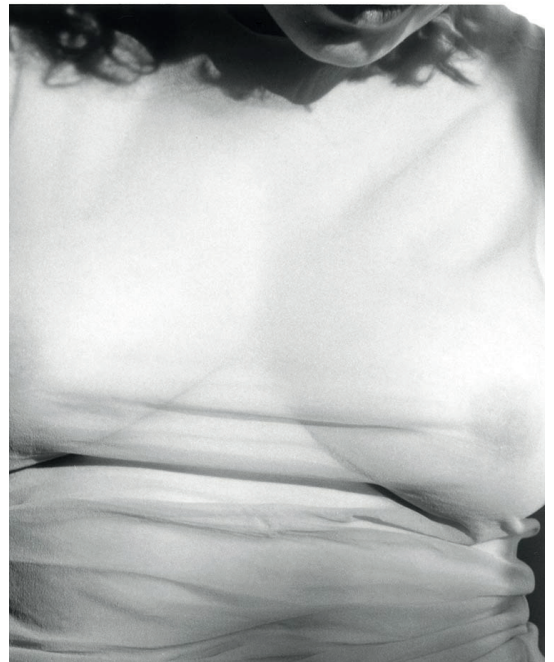
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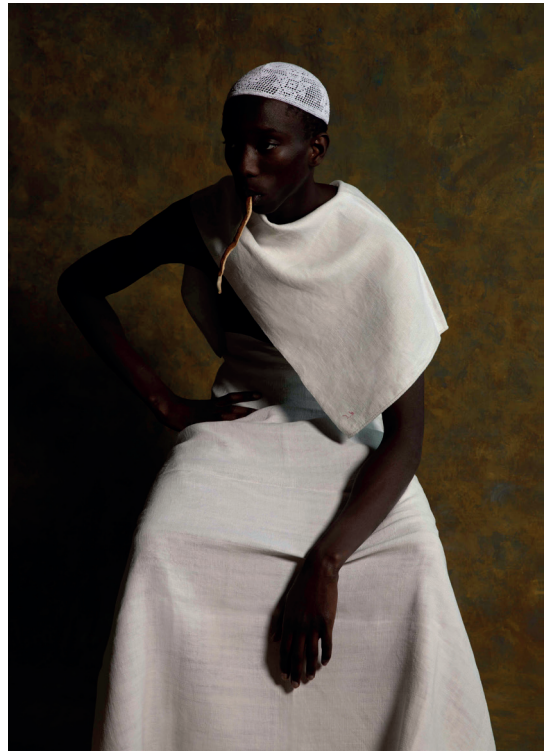
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© Yama Ndiaye



© Steve Ney



© Tamibé Bourdagné

THE ENDOWMENTS

STUDIO DAGUERRE, historical partner of the Picto Fashion Photography Award, now offers a [studio photoshoot day](#) to each of the four laureates.*

GRAND PRIX PICTO DE LA PHOTOGRAPHIE DE MODE

- A LEICA SL2-S camera with a lens SL 24-70 mm.
- The production of an exhibition worth 2 000€.
- The possibility of entering the public collections of Palais Galliera
- A 500€ endowment with the support of SAIF.

le19M DE LA PHOTOGRAPHIE DES MÉTIERS D'ART ENDOWMENT

- A [commission](#) worth 5 000€ created on behalf of 19M, in collaboration with one of the resident houses of 19M, a cultural hub for the Artisanal Professions of Fashion and Decoration in Paris-Aubervilliers.
- The opportunity to integrate into the public collections of the Palais Galliera.
- A prize of €500 with the support of Saif.

FILIPPO ROVERSI ENDOWMENT

- A portfolio reading with Paolo Roversi.
- A signed print by Paolo Roversi.
- A €1,000 production grant from PICTO.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

LGA MANAGEMENT / JANVIER ENDOWMENT

- Personalised mentoring with the LGA Management agency (6 coaching sessions to access the market step by step)
- Post-production retouching sessions to optimise the portfolio, for film and photo production, with the JANVIER Digital Photographic Laboratory.
- The opportunity to join the public collections of the Palais Galliera.
- An endowment of €500 with the support of the Saif.

*day of actual shooting in the year following the award ceremony

HISTORY OF THE PRIZE

The Picto Fashion Photography Award was initiated in 1998 by the PICTO laboratory in order to support fashion photographers in launching their career. The award revealed talented photographers with an international career: **Louis Decamps** (1998), **Sofia & Mauro** (2002), **Marjolijn de Groot** (2003) or **Kourtney Roy** (2007).

The Picto Fashion Photography Award has evolved rapidly, thanks to its partners and to the jury each year renewed in the world of fashion, luxury, advertising, art and photography. In 2013, the prize becomes international and includes winners from all over the world, like **Alice Pavesi Fiori** (Italy) - 2013, **Ting Ting Wang** (China) - 2013, **Charlotte Abramow** (Belgium) - 2014, Chiron Duong (Vietnam) - laureate 2020 of the Grand Prix Picto de la Photographie de Mode, **Lucie Khahoutian** (Armenia) - or **Natalia Evelyn Bencicova** (Slovakia) - laureates 2020 and 2021 of the **le19M de la Photographie des Métiers d'Art** endowment.

In 2017, the Picto Fashion Photography Award welcomed a new prestigious partner, the **Palais Galliera**, Paris Fashion Museum. Since 2020, **le19M**, which brings together the fashion crafts of the CHANEL fashion houses, and the photographer **Paolo Roversi**, have been awarding two prestigious prizes. For the second consecutive year and in continuation of its support for photographers, **the SAIF** (Society of Authors in Visual Arts and Fixed Image) complements the endowment of the Picto Fashion Photography Prize, benefiting each of the four winners with a contribution of €500.

In 2024, the **LGA Management Agency** and the **JANVIER** laboratory joined the Picto Fashion Photography Award for professional and artistic support. Today, 4 prizes are awarded, with the constant aim of being as close as possible to the new talents associated with the fashion sector and the challenges facing their activity.

ORGANIZER

The **Picto Fashion Photography Award** is organised as part of the programmes of **Picto Foundation**, the **endowment fund of Picto Laboratories**. Picto Foundation aims to intensify and perpetuate actions in the photography sector, at a time when photographers need our support even more. The programmes supported aim to meet photographers' expectations and encourage those who place experimentation at the heart of their creative approach. These sponsorship initiatives should enable PICTO to continue to see through the eyes of others for a long time to come, and to continue a tradition of exchange and sharing.



PARTNERS

The Picto Fashion Photography Award
is made possible thanks to a group of loyal partners:



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