**Through the Eye of the Beholder**

**Japanese American Cultural Heritage Photo Contest**

**TAKE A PHOTO, TELL ITS STORY**

CAPTURE YOUR CULTURE, SHARE YOUR HERITAGE

Win up to **$1,000**!

Take a photo of what Japanese American Culture means to you!

**Background/Overview:** Preserving and defining our Japanese American cultural heritage is more important than ever before. With the passing of generations, the growing diversity of our community, and the varied experiences of culture which depend on things such as geography, ethnicity, education, practices and traditions, our view points and definitions of Japanese American cultural heritage are ever expanding.

**Goal/Purpose:** The Japanese American Cultural Heritage Photography Contest (Contest) invites individuals of all ages, backgrounds and generations to visually capture WHAT “Japanese American Culture MEANS TO THEM.”  What makes culture special means something different to everyone: it could be different items, people, places, artifacts, celebrations, or images. The theme is broad to encourage a wide variety of thought, memories, stories and opinion.

Japanese American Culture differs from the traditional culture of Japan as it lives in an environment where it coincides with other cultures and thus has been adapted and ‘revised’ to meet the current needs of those who respect and follow it. It also has a different interpretation based on your age and experience; whether you are a Nisei, Gosei, Hapa or Shin-Issei; whether you are born and raised in an area where Japanese American cultural practices are commonly practiced; or whether you reside in a small town where only yearly activities reflecting the Japanese American culture take place. WHATEVER IT IS, WHEREVER YOU’RE FROM, IT’S YOUR HERITAGE AND YOUR CULTURE AND WE WANT TO SEE IT.

Specifically, we are interested in what Japanese American Culture means to you as an individual and request that you capture that in a visual image as well as document your thoughts, memories, story, or opinion. Visual entries may be in color, black and white, or other tones, but **must be a photograph taken by you**. Cameras from cell phones to professional SLRs can be used. No other medium will be accepted. This contest strongly encourages photographers of all levels, from the ‘never took a picture’ person to the avid photographic hobbyist. The entries will not solely be judged by its artistic value, but also by the creativity in defining cultural heritage and how well the image relates to the written narrative supporting it.

**Prizes:**

1st Place: $1000

2nd Place: $750

3rd Place: $500

Photo of the Month winner:From each month’s submissions the judges will pick one Photo of the Month winner who is awarded **$100.**Photo of the month winners are still eligible for the grand prize.

**Who May Enter**

         Anyone who has a connection to Japanese American heritage

         ALL ages are welcome

**How:**

Just send in a photo, the application form, and a  200-500 word description

By e-mail to: [photocontest@jcccnc.org](https://neko-3.jcccnc.org/owa/redir.aspx?C=qpfeAw2lQkaGi23Z_Oy2LqP_RqT_gdAI9cg7DGrXhkZ4aydwlw_QSMDoARCnozbsLclJF6s2s_Q.&URL=mailto%3aphotocontest%40jcccnc.org)

**OR**

By mail to:       JCCCNC – Photo Contest

                        1840 Sutter Street, Suite 201

                        San Francisco, CA 94115

**Judging:**

The photo, the story behind the photo, and the connection between both will be considered by the judges when determining the winners. There will be 5 judges – with varied backgrounds, interests and experience.

**General Guidelines:**

1.    Submission dates: **August  1st - November 1st**(All submission must be received by 11/1/13 to be eligible for the prizes)

2.    Photograph must be taken by **you**

3.    Application must be **completely** filled out

4.    Include: **200-500 words** telling your story and describing how your photo resonates with Japanese American heritage and what it means to you.

5.    Opening Exhibit - **November 23rd** 12pm - 2pm at the JCCCNC: where your art will be displayed and your story told. Submissions will be displayed at this event. The winners will be announced and the prizes will be presented.

**Contest information and application is posted at:**

[http://www.jcccnc.org/events/jul-sep.htm#photo](https://neko-3.jcccnc.org/owa/redir.aspx?C=qpfeAw2lQkaGi23Z_Oy2LqP_RqT_gdAI9cg7DGrXhkZ4aydwlw_QSMDoARCnozbsLclJF6s2s_Q.&URL=http%3a%2f%2fwww.jcccnc.org%2fevents%2fjul-sep.htm%23photo)

If you have any other questions email [photocontest@jcccnc.org](https://neko-3.jcccnc.org/owa/redir.aspx?C=qpfeAw2lQkaGi23Z_Oy2LqP_RqT_gdAI9cg7DGrXhkZ4aydwlw_QSMDoARCnozbsLclJF6s2s_Q.&URL=mailto%3aphotocontest%40jcccnc.org).