

The 2010 Holga Inspire Award for the best Holga image in the International Krappy Kamera® Competition

Holga Inspire and Soho Photo Gallery are proud to announce the winner of the second Holga Inspire Award under the auspices of the annual International Krappy Kamera® Competition: Robert Holmgren for his image **"Cypress Tree Pebble Beach"**. In addition to a cash prize of US\$500, Mr. Holmgren's work will be featured on the Holga Inspire website at www.holgainspire.com, with links to the photographer's personal website robertholmgren.com. Congratulations to Robert Holmgren!



About Robert Holmgren

Robert Holmgren has shot assignments for a wide variety of publications such as Time, Newsweek, Fortune, and National Geographic. Much of this work involved environmental portraiture of prominent individuals. At the same time he has maintained a steady production of personal picture taking and is currently focused on producing prints from this work as well as in ongoing personal projects. He holds an MFA from the San Francisco Art Institute, and his work is in collections at the Museum of Modern Art in New York, the Michigan State University's Kresge Gallery, the Minneapolis

Institute of the Arts, and the Tokyo Metropolitan Museum of Photography. His portfolio website is robertholmgren.com.

Robert Holmgren says, "My interest in photography began first as a means of artistic expression. Only years later did it become my profession. Living in San Francisco during the rise of Silicon Valley created the opportunity of plentiful work for a variety of national and international magazines. Some time after the internet bubble economy had burst my own attentions had drifted back to a more personal sort of picture making, aided, perhaps, by the shift away from film based tools and towards digital photography. I purchased my first Holga and set about to both tame the Holga's limitations and learn what it offered in reward. Since 2005 it has been my primary camera.

As subject matter I am not particularly drawn to nature. Many substantial photographers have perfected the genre leaving little to add in their wake. I'm more inclined to view disruptions of the natural order as ripe for my type of picture. On those occasions when the natural world is the most obvious thing I do snap away with the thought that perhaps something will rise above my assumptions only to learn later that my image offers nothing new or interesting. On this day, where the beauty of the central California coast and ghosts of Ansel Adams and various

Westons were on the mist, I surprised myself by allowing my Holga to do its magic. I was rewarded with the recognition that the natural world can still inspire.”

Why we chose this picture

We are delighted to present this year’s “Holga Inspire Award” to Robert Holmgren for his outstanding composition “Cypress Tree Pebble Beach” .

Our attention was caught by the dramatic form of the cypress tree, which appears mirrored by and blended in with the striking rocky shoreline as these two elements intertwine in a masterful composition. The sepia tone and vignette effect add emphasis to the timeless and surreal nature of the surrounding area.

We are also thrilled to see how Robert’s expert knowledge of the Holga’s technical capabilities has allowed him to share this breathtaking landscape in such a beautifully poetic and artistic way. He captures the essence of this unusual and stunning cypress, the curves of its trunk and branches, to inspire and focus our thoughts on less constrained realms. Robert presents us with an image full of symbolism and natural beauty.

About the Holga Inspire Award and the Krappy Kamera Competition:

This is the second time the Holga Inspire Award is being awarded, as part of the Krappy Kamera Competition. With this prize, we want to recognize the outstanding talent and artistic vision of the world’s many Holga photographers. Our aim is to recognize and reward talented photographers who demonstrate and fulfill the potential of Holga.

Every year over 75% of the entries to the Krappy Kamera Competition are photographs taken with a Holga camera. With such a high volume of participation, Holga Inspire and the Soho Photo Gallery decided to recognize the best single Holga image from among the top fifty entries.

We extend our thanks to the Soho Photo Gallery (sohophoto.com) for annually coordinating the world’s largest show of photographs taken with cameras variously known as plastic, toy, or lo-fi cameras. We join New York’s Soho Photo Gallery in celebrating the twelfth year of this remarkable, internationally-juried competition. The Krappy Kamera Competition succeeds in proving that minimal equipment can still yield superlative results.

About Holga Inspire

Holga Inspire is an initiative of Holga Limited, a company of the Universal Electronics Industrial group co-founded by Mr. T.M. Lee, who invented and continues to manufacture and develop the Holga range of cameras. The mission of Holga Inspire is to support creative artists and professional photographers who use the Holga as their medium of creative expression. We seek to connect professionals from throughout the arts, media, and academia through exhibitions, events and educational programs. We want to reinvigorate classic photography and inspire creative originality. Holga Inspire strives to demonstrate the extraordinary artistic potential and the wide range of creative expression that can be realized with a Holga

camera. Our aim is to spark the imagination and nurture the natural talent of all Holga photographers.

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Holga Inspire An initiative of Holga Limited, a company of the Universal Electronics Industries group. www.holgainspire.com