

WINNING A LEICA ROCKS

Enter your best shots in the
Leica Camera/Jim Marshall
Scholarship Photo Contest 2005

SO GET ON A ROLL!

The rangefinder Leica is the only camera that ever felt right in my hands. I never leave home without it. It's part of me. I think that when your subjects see that you're comfortable with your tools, they become more comfortable with you.

—Jim Marshall



my point of view

If any one camera can be credited with transforming photojournalism and fine-art photography from the mid 1920s to the present, and establishing the 35mm format as a serious means of expression, it is the Leica. In the hands of such pioneering geniuses as Henri Cartier-Bresson, Alfred Eisenstaedt, W. Eugene Smith and countless other photographic luminaries, the Leica has borne witness to our times and articulated our deepest passions. Today the Leica legend endures and expands as leading contemporary photographers continue to rely on the Leica's matchless combination of precision, handling and optics to capture decisive images that express their most profound insights.

Jim Marshall is one brilliant contemporary photographer who has chosen the Leica as his creative partner. Annie Leibovitz once called him simply "The rock & roll photographer." Marshall was shooting actively during San Francisco's rock heyday, and he hasn't stopped for a moment. Renowned for his special rapport with musicians from the early 1960s to the present, he has demonstrated an uncanny ability to capture revealing, candid images that convey the essence of the individual artists and their creative environment.

Jim Marshall has worked in the music genre for most of his career, providing editorial coverage for magazines, and shooting everything from publicity and documentary photographs to album and CD covers. He was one of the chief photographers at both Woodstock '69 and the Monterey Pop Festival. He was also the only photographer granted backstage access at the Beatles' last concert, and was also the only person ever to succeed in squeezing Janis Joplin and Grace Slick into a single, memorable frame.

In addition to being an enduring photographic legend in his own right, Jim Marshall also cares deeply about encouraging young photographers, as well as providing them with something he could never do without—a Leica M-series camera and lens. To that end, he worked diligently with Leica Camera, Inc., and came up with a unique way of doing so—a competition sponsored by Leica Camera, Inc. in cooperation with Jim Marshall.

Contest Statement and Entry Rules

In the interest of specifically aiding future professional photographers, the Leica Camera/Jim Marshall Scholarship is open to high school and college students, with either a major or minor in photography. The jury, made up of Mr. Marshall and four other judges, will base their decisions primarily on the strength of the aesthetic impact of the images received.

The images, which may be single photographs or a photo series of up to 10 pictures, must have been taken with 35mm cameras. Photomontages, digitally produced or digitally manipulated photos and pure advertising shots will not be accepted.

All entries should be 8"x10" prints. Matted prints should not be submitted. Only prints that have the full name on the back of the print are eligible in the competition. You may, if you wish, send originals, but Leica Camera, Inc. cannot be held responsible for their safe return. Single and series pictures must have been photographed in 2004 and/or 2005.

Submit your entries to:
Leica/Jim Marshall Scholarship
Leica Camera, Inc.
156 Ludlow Avenue
Northvale, NJ 07647



The winner of the Leica Camera/Jim Marshall Scholarship Photo Contest 2005 will receive a cash prize of \$2,500 plus a brand new Leica M7 complete with Leica 35mm f/2 ASPH lens, valued at over \$5,500.

**Entry deadline must be postmarked
no later than June 30, 2005.**

**PLEASE DO NOT SEND ORIGINAL PHOTOGRAPHS.
Entries will not be returned.**

- I am a college or high school student in my Junior or Senior Year in photography.
- I am a part-time student in an accredited photography program in an accredited academic institution (higher than high school level).
- I myself took the photos I am entering for the competition.
- I am the sole owner of the copyright for these photos or have been authorized by the owner of the copyright.
- The photos I am entering are neither photomontages, nor have they been manipulated by digital or other means.
- I authorize Leica Camera, Inc. to use this (these) photo(s) for publicity purposes regarding the Leica Camera/Jim Marshall Scholarship competition. Images may be used for exhibitions, press releases, publishing purposes, etc.
- To the best of my knowledge, no other party can enforce any right or raise any objections in connection with publication of the submitted images.

**Place a description of the photos on the back of each entry, with the following information:
date of exposure/place/brief title.
If entering a series of photos, please supply title.**

First Name: _____

Last Name: _____

Address: _____

City: _____

State: _____ Zip: _____ Country: _____

E-Mail: _____

Telephone: _____

Name of School: _____

School Zip Code: _____

Series Title: _____