

DERBY – GREAT PLACE, GREAT BASE

Derby focuses on FORMAT

A world-class biennale, celebrating its 10th anniversary, Derby's FORMAT International Photography Festival will this year take place between March 13th and April 12th in 2015.

FORMAT is now widely acknowledged as one of the world's leading international contemporary festivals of photography, as well as - in terms of visitors and scale of programme - the largest event of its kind in the UK. It has built its reputation not simply on the championing of international photography but also by introducing new talents to the UK. The 2015 festival will continue in this vein - with exhibitions by photographers from North America, Europe, Scandinavia, Russia, India, China, South East Asia and Eastern Europe.

For 2015, the event will bring together the best of contemporary photography under the curatorial theme of "Evidence". FORMAT's Artistic Director Louise Clements says, "We use evidence to support, confirm and attest to our ideas, scientific discoveries and forensic investigations. Evidence is the mainstay of how we decide what is and is not true. And since its invention in the 19th century, photography has been crucial to the collection, recording and display of evidence; a silent collaborative partner in our search for traces and proof of something, someone or somewhere existing."

The standard of entries to FORMAT's Open Submissions Call has been higher than ever before, and will feature the final selection of 76 photographers. Featuring a wide range of work, the exhibition will *'explore the relationship between image and knowledge, reminding us that not only does the camera test our ability to trust but also provokes us to ask how we determine beyond a reasonable doubt, what is true'*.

Other venues will include Derby's Art Gallery and Museum, Pickford's House Museum, and the Derby Police Museum, which is opening its doors to show its amazing archive of mug shots and crime scenes.

The Opening Weekend will begin on the evening on March 12th, with private views taking place across Derby, followed by three days of keynote talks, artist performances and portfolio reviews.

Recognising the wealth of photographic online activity FORMAT will build on its previous success with MobFORMAT, to encourage amateurs and enthusiasts alike to get involved with The Mobile Photography Network, who will stage a mass participation project using Instagram to create an evolving interactive installation for the duration of the festival.

And a new digital game platform, developed by FORMAT, has been designed to enable users to collect clues from the artworks in order to solve mysteries and experience the festival as amateur sleuths.

The full programme of exhibitions, photographers, guest curators and events can be found at www.formatfestival.com.

VisitDerby also makes it easy for visitors to stay in the city during the festival, and will offer accommodation in a number of city centre hotels throughout the 2015 Festival priced at just £20.15 per person per night (www.visitderby.co.uk).

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