

DERBY – GREAT PLACE, GREAT BASE

The UK's biggest International Photography Festival, in Derby

Established in 2004, FORMAT is acknowledged as being 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.

The 2013 FORMAT International Photography Festival, in Derby, will come into sharp focus on Friday, March 8th - and will then develop through to Sunday, April 7th.

The festival is held every two years, and sets out to celebrate the wealth of contemporary practice in international photography. It is also a rare opportunity for visitors to the city to view an incredible range of new work alongside that of some of the best-known practitioners in the world.

The theme for this year's Festival is, fittingly enough, "Factory" - since Derby has achieved World Heritage Status for being the birthplace of the world's first-ever factory, and of mass production.

As the programme for FORMAT13 itself notes: "Through eyes of the greatest image-makers of today and tomorrow, the festival will explore global effects and impacts, celebrate innovations and achievements, and discover the complex relationship between workers and machines throughout time. The theme will offer festival visitors a diverse, imaginative, dynamic, poignant and fascinating view on the phenomenon of mechanized production, industry, work and its impact on our lives."

One of the highlights of the event for visitors to the city will be the FORMAT Photo Market, due to be held over the weekend of March 8th-10th, in Derby's historic Market Hall. This promises to be an eclectic and vibrant event, with book publishers, rare book traders, photo magazines, independent photo-book producers, equipment dealers and everything in-between mixing and interacting with the local market traders. The FORMAT Photo Market will be contributing to the market's history, with photography at centre stage.

For further information about FORMAT, visit www.formatfestival.com. Visitors to the Festival looking for accommodation details will find information on some very special offers at <http://www.visitderby.co.uk/FORMAT>. Rooms for each weekend of the Festival (subject to availability) are priced from £20.13 per person per night, based on two people sharing.

Careful planning this year means that FORMAT will be officially launched on the eve of its opening at another of Derby's major events for the year, "Elemental Force"

Set to be staged on the evening of Thursday, March 7th, Elemental Force is a series of large-scale outdoor shows in Nottinghamshire and Derbyshire, which will put some of Britain's most historic buildings under the spotlight. The spectacular events will use light, sound and film to create an atmosphere of drama and excitement reminiscent of the Opening and Closing Ceremonies of the Olympic Games. And in Derby Elemental Force will celebrate the city's Silk Mill. Entry to all four events will be free of charge. Elemental Force is funded by Arts Council England and is being staged by Derby-based Déda Producing. Full details can be found at www.visitderby.co.uk/elementalforce.co.uk.

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