



Media Release
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Win the chance to have your photography on show at Sydney Opera House

Aspiring photographers are invited to submit their most creative image of Sydney Opera House as part of a new photography competition announced today by Sydney Opera House and Hewlett-Packard (HP).

House in Focus offers one talented photographer the once-in-a-lifetime opportunity to have their photo of the World Heritage Listed masterpiece displayed at the House throughout September.

As well as having their photo viewed by thousands of visitors, the winner will also receive a HP Touchsmart desktop computer (www.hp.com.au/touchsmart).

Members of the public will vote for their favourite images, with the top ten presented to the judging panel of architect Jan Utzon (son of Sydney Opera House architect Jørn), leading photographer Eric Sierens, director of Max Dupain and Associates and Michael Mendenhall, Senior Vice President and Chief Marketing Officer, Hewlett-Packard.

Creativity, originality and a fresh way of looking at one of the world's most photographed buildings are what the judges will be looking for. What they don't want is another shot of Sydney Opera House with the Harbour Bridge in the background.

The only requirement is that photos must be of the exterior of the building. Digital manipulation of the images is permitted and all entrants are encouraged to let their imagination run wild.

"Innovative ideas and creativity are the lifeblood of Sydney Opera House and we want photographers to surprise and amaze the judges with their interpretations of this amazing building", said Sydney Opera House Chief Executive, Richard Evans.

Corporate Marketing Director for HP South Pacific, Richard Sumich added, "Sydney Opera House and HP are excited to help people connect with the House. I think we are going to see some really interesting and new perspectives of this great icon...I can't wait to see them."

Photographers of second and third placed entries will receive a large scale canvas of their work, a roof tile from Sydney Opera House collected during the construction of the building and a copy of the book *Building a Masterpiece: the Sydney Opera House*.

Up to 5 entries per person can be submitted. Entries can only be submitted electronically. Full details of how to enter the competition can be found at www.sydneyoperahouse.com.

Closing date for all entries is midnight (AEST) 30 July 2008.

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