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AOTEAROA  
**MUSIC PHOTOGRAPHY AWARD**  
WHAKAAHUA PUORO TOA  
**2021**



**Auckland Festival of Photography** and **Auckland UNESCO City of Music** are proud to present the inaugural ***Aotearoa Music Photography Award | Whakaahua Puoro Toa*** competition to be held during NZ Music Month - May 2021!

*“Music photography is an art form; whether it’s a community event, a big festival highlights or a gig review, photography is always there. It’s a wonderful cultural activity. We welcome Auckland UNESCO City of Music as our partner and look forwards to some great entries”* said Julia Durkin MNZM the founder and director of Auckland Festival of Photography.

*“Photography and photographers are vital in preserving the memories, legacy and wairua of our musicians and venues,”* said Auckland UNESCO City of Music Director, Mark Roach. *“We welcome this new platform that celebrates the craft of music photography and our music heritage.”*

Open to all New Zealand professional and community photographers, online entries can be **submitted from 1 – 24 May** via the festival [website](#).

At an awards function on **Friday 28 May** the winners will be announced and prizes allocated, including the first prize of **\$1500 cash**.

This award is part of the 2021 [Auckland Festival of Photography](#) programme which runs free and in various locations around Auckland from 3 – 20 June.

In conjunction with [Auckland UNESCO City of Music](#) and with the support of media partner [AudioCulture](#) the winners work will be widely promoted and cemented in history as the first ever winner of the official *Aotearoa Music Photography Award | Whakahua Puoro Toa*.

MEDIA:

For more information please see below or contact:

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*The **Auckland Festival of Photography** is a city-wide contemporary art and cultural event which takes place within Auckland's major galleries, project spaces, non-gallery venues and public sites during June each year. The programme includes a mix of emerging and established artists and comprises existing works and creation of new work. The annual Festival is produced by the Auckland Festival of Photography Trust.*

*The Trust is a not for profit charitable trust working to further the presence and awareness of photography in Auckland through joint programming, audience development and profile raising activities.*

To find out more about the festival see [photographyfestival.org.nz](http://photographyfestival.org.nz)



### **About Auckland UNESCO City of Music | Tāmaki Makaurau Pā Puoro:**

*Auckland was designated by UNESCO as a Creative City of Music in 2017 part of the global **UNESCO Creative Cities Network**. The governance of the City of Music is comprised of stakeholder organisations from the music sector and Council organisations, and endorsed by the Council's Mayor and Governing Body.*

*By joining the network Auckland is acknowledging its long and rich musical history and its commitment to sharing best practice developing partnerships that promote creativity and strengthening participation in cultural life.*

Download the Auckland Music Strategy and find out more at [aucklandcityofmusic.nz](http://aucklandcityofmusic.nz)

# AUDIOCULTURE

## IWI WAIATA

*AudioCulture* is “the noisy library of New Zealand music.” It is an online celebration of the people who have created the music, the scenes they shaped, and the audiences they played to. *AudioCulture* works with artists, historians and music industry people to tell the stories of nearly one hundred years of New Zealand popular music culture,

*AudioCulture* is for everyone with an interest in New Zealand popular music, whether they are a music fan looking for entertaining information, an academic looking for facts, or a nostalgia buff going on a trip down memory lane.

The site is funded by NZ On Air and run by the Digital Media Trust.

[audioculture.co.nz](http://audioculture.co.nz)