

Nicolas Delaroche wins RW Club International Photography Prize 2009

The increasingly international and diverse RW Club International Photography Prize is pleased to announce its 4th annual winner: 25 year-old French photographer Nicolas Delaroche, whose profound, original and inventive work greatly impressed this year's RW Club Jury.

The RW Club International Photography Prize

The RW Club, open to all lovers of culture in general and fine watches in particular, has been a huge success since its launch in 2006. Each year the RW Club's International Photography Prize offers young amateur and professional photographers a creative outlet. The Prize is already firmly established on the contemporary photography scene, and its worldwide reputation continues to thrive – with the backing of numerous international partners, including the Aperture Foundation, Paris Photo, Artforum, Art India, The Jam Jar and www.photographie.com.

The Prize is the highlight of the Geneva watchmaker's cultural programme and this year, in its 4th edition, attracted over 800 entrants.

The French Nicolas Delaroche wins 4th RW Club International Photography Prize

The winner of this year's [RAYMOND WEIL Club International Photography Prize](#) is Nicolas Delaroche (born 1985), who had barely left photography school before attracting professional attention, and who has taken part in a host of individual and individual exhibitions in 2009.

Nicolas Delaroche's artworks will be exhibited on the RAYMOND WEIL's booth at BASELWORLD (from 17th March to 25th March 2010), and the artist will be present on Friday 19th March.

The jury, composed of Pierre Keller¹, Yves Aupetitallot² and Bruno Delavallade³, was particularly impressed by the originality, freshness and inventiveness of the photographs submitted this year. There was a dark feel to many entries, doubtless reflecting the difficult current climate, but Nicolas Delaroche's work, on the contrary, is cheerful and colourful. His photographs, taken in modern art museums, capture details of abstract paintings. His approach is never frontal; instead, he seeks an angle that gives the details of each painting – which is no longer recognizable as such – a depth and spatiality that brings to mind architecture or interior design. For abstract painting, whose early works were often linked to international architecture, it represents a return to original sources.

¹ Photographer & Director of ECAL (University of Art & Design, Lausanne)

² Director of the National Contemporary Art Centre, Grenoble

³ Gallerist in Paris & Berlin

Each photograph is precisely constructed and defined, and depicts an original world underlined by its title: *Novoprodon*, *Astibon* and *Pantopan* also evoke the terminology of the industrial pharmacopeia of the professional activity of collectors of photographic works.



Left to right: Pantopan – Astibon - Novoprodon

This year the RW Club will again be supporting the prize-winner's artistic career. Along with a \$15,000 scholarship, Nicolas Delaroche will receive the following from the Geneva watchmaker:

- exhibition of his work on the RAYMOND WEIL stand at the 2010 edition of BASELWORLD, the World Watch & Jewellery Show
- solo exhibition at New York's Aperture Gallery
- worldwide travelling exhibitions as part of RAYMOND WEIL Press & VIP events
- dedicated web-page on [RAYMOND WEIL Watches](#) website

The next, 5th annual RW Club International Photography Prize, open to international photography students, gets underway in spring 2010 and is set to boost the competition's specialist reputation still further.

RW Club Members' Special Award

As a valuable exchange platform between RAYMOND WEIL and its target publics, the RW Club is always looking to receive its members' comments, impressions and suggestions – and is naturally keen for its members to have their own say in choosing a photographer!

This year RW Club members selected as their favourite photograph a work from Cyril Porchet's *Seduction* series, with its frontal depictions of choirs in ten Baroque churches in Germany, Spain and Austria – each chosen for their exuberant presentation and saturated ornament involving decorative, figurative and symbolic elements.



Seduction 1

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