



ASSOCIATION FESTIVAL PHOTO DE BRIOUE

2<sup>nd</sup> Edition of the Photography Biennial in Brioude

# Call for Application 2026

The People of the Land: Festivities, Celebrations and  
Coming Together

The Festival Photo Brioude Association is supported by



## Call for Application 2026

### The People of the Land: Festivities, Celebrations and Coming Together

#### Context

The town of Brioude has long demonstrated a steadfast commitment to cultural development. This dedication has been acknowledged and honored through various distinctions, including the labels *Brioude*, *City of Arts and Crafts* and *Land of Art and History of Haut-Allier*.

The *Festival Photo de Brioude* is a non-profit organization (governed by the French Law of 1901), whose mission is to promote a humanistic and sensitive form of photography, centered on individuals who maintain a profound and genuine connection with the land on which—and with which—they live each day.

Founded by a collective of dedicated volunteers from the Brivadois region who are passionate about humanist photography—some as creators, others as admirers—the association has chosen to bring this vision to life through the establishment of a new festival, inaugurated in the summer of 2024 across several sites within the town.

In partnership with the *municipality of Brioude*, and with the support of the *Communauté de Communes Brioude Sud Auvergne*, the *Haute-Loire Department*, and the *Auvergne-Rhône-Alpes Region*, the association is organizing the *second edition of the Photography Biennial*, to be held from July 10 to 19, 2026. The concept behind this Photo Festival, rooted in Brioude, Haute-Loire, in the heart of the Auvergne region, stems from the observation that the lives of *People of the Land* are seldom represented or explored in photographic exhibitions currently on display. It seemed both timely and compelling to develop this theme in relation to the everyday experiences of men and women of the land, and to bear witness to their practices —balancing tradition and modernity— their leisure activities, and their civic and cultural engagement, whether in Auvergne, elsewhere in France, or throughout the world.

This second edition of the Biennial aspires to present a photographic corpus with an anthropological dimension on the theme *People of the Land: Festivities, Celebration, and Coming Together*, whether in Auvergne, in France, or internationally. The ambition is to cast a humanistic, documentary, humorous, sociological, political, or poetic gaze upon festive gatherings—whether private or collective—that offer opportunities for *People of the Land* to come together and share convivial and joyous moments: village festivals, traditional or contemporary celebrations, literary or musical events, carnivals, livestock or plant fairs, local rituals, and a wide array of other communal expressions.

The event will feature approximately twenty solo exhibitions in carefully adapted and thoughtfully equipped indoor venues, as well as a *collective installation* in a public space.

All photographers, whether professional or amateur, are invited to submit a series (comprising 15 to 25 photographs) or to propose a specific installation (such as a slideshow or other format) exploring this theme, with a personal and distinctive approach.

#### Commitment of the Festival Photo de Brioude Association

The Festival Photo de Brioude association undertakes to support photographers by:

- Implementing a comprehensive promotional campaign, including a press conference, poster distribution, printed flyers and brochures, social media engagement, press and media coverage, listing in the town's cultural calendar, and communications via the Tourist Office and both public and private partners.

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- Providing each exhibitor with a high-quality, well-lit indoor exhibition space, complete with effective signage. Additionally, for each exhibitor, a selected photograph—chosen by the organizers—will be printed on a large-scale medium (such as a banner) and exhibited in a public outdoor space. The production of this print will be fully covered by the organization.
- Make available to each exhibitor a dedicated sales area for books and other materials (such as postcards), if desired. This space will also serve as an information hub for the festival (exhibition sites, schedule and locations of events, screenings, etc.).
- Provide insurance coverage for the event and for the exhibited works.
- Offer assistance with the installation and dismantling of exhibitions.
- Ensure a regular presence in the exhibition spaces by organizing volunteer staffing when photographers are unavailable.
- Allow exhibitors to sell their works throughout the duration of the biennial, with delivery of sold pieces taking place at the close of the event.
- Host an official opening reception, with invitations extended to the press and local authorities.
- Organize a festive evening gathering at the end of the festival, bringing together exhibitors, volunteers, partners, sponsors, and representatives of the municipality.

### Commitments of the Exhibiting Photographer

The Festival Photo de Brioude association kindly requests that participating photographers agree to:

- Join the association by paying a membership fee of €20, which contributes to the event's insurance coverage.
- Handle the transportation of their works and personally participate in the installation of the exhibition on the day prior to the opening, with assistance from the association's volunteers; likewise, be present for the dismantling following the final day of the exhibition.
- ***Certify and guarantee that all individuals depicted in the photographs—or their legal representatives—have given their consent for the representation and reproduction of their image, including the use of said photographs in promotional materials.***
- Be present at the official opening event (vernissage), unless prevented by exceptional personal circumstances.
- Ensure, as far as possible, a regular presence during the festival in order to engage with the public. Accommodation expenses remain the responsibility of the exhibitor; however, the association will facilitate contact with local residents in Brioude who are willing to provide complimentary lodging in their homes.
- Actively participate in promoting the event through personal and professional channels (website, social media, professional networks, etc.).
- Provide a detailed list of exhibited works along with their production value, for insurance purposes.
- Authorize the organizing association to use one or more exhibited photographs to promote the Festival (in press articles, posters, flyers, online platforms, social media, etc.), with proper attribution to the photographer.
- Donate one signed and numbered original work —exhibited during the biennial— to the *artothèque* (public art library) of Brioude.

### Exhibition conditions

- **Exhibition production:** The cost of producing the exhibition (including printing and framing) for indoor displays is the responsibility of the photographer. For the outdoor series, printing and installation will be handled and financed by the organizing association.
- **Exhibition location:** The location of each exhibition will be determined by the organizers, communicated after the selection process, and shall not be subject to appeal.

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- **Installation and dismantling:** Installation is scheduled for Thursday, July 9, and dismantling for Monday, July 20, 2026. Volunteers will be available to assist throughout both phases.
- **Special scenography:** In the event that your exhibition requires a specific or unique scenographic arrangement, please contact the organizers as soon as your participation has been confirmed.
- **Exhibition venues:** The Festival will take place across various exhibition sites in Brioude, including the town center, Vieille-Brioude, and Lavaudieu. A collective “*installation*” will also be presented in the public space in Brioude, featuring photographs printed on banners or other large-scale supports.

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## Application file

## To submit your application

Please compile and send your complete application by email (to: festivalphotobrioude@gmail.com) or by postal mail (not recommended) no later than January 20, 2026 to the following address: **Festival Photo de Brioude – Mairie de Brioude, 2 place de la Mairie, 43100 Brioude, France**

Your application must include the following:

- The completed and signed application form (attached).
- A selection of 10 to 12 photographs from the series you wish to exhibit: in low resolution, via a downloadable link **if submitting by email**. Or in printed A4 format on quality paper ("reading" quality), with your name clearly written on the back of each print, **if submitting by post**.
- A brief curriculum vitae, including a summary of your photographic approach.
- **A statement of intent describing the proposed series, along with its title.**
- A self-addressed, stamped envelope (sized to fit your materials) if you wish to have your submission returned in the event it is not selected.

The jury —composed of professional and amateur photography enthusiasts— will meet in early January to select between fifteen and twenty series illustrating the many facets of life and activity among the People of the Land. The selection will be based on the following criteria:

- Relevance to the theme: **People of the Land: Festivities, Celebrations, and Coming Together**
- Originality of the photographic approach
- Composition and technical quality of the images
- Emotional impact and resonance conveyed by the photographs

You will be personally notified of the jury's decision by email before the February 15, 2026. Please note that the jury's decision is final and may not be contested.

If your application is accepted, you will be asked to submit the following supplementary materials electronically (via email or WeTransfer), upon confirmation of your participation:

- A signed **participation agreement**, reiterating the mutual commitments.
- The selected photographs in **high resolution**, suitable for use in promotional materials and the exhibition catalogue.
- Your **full biography** and a written **presentation of your exhibition**, which may be used —either in part or in full— for promotional materials and the official catalogue. A **portrait photograph of the artist** will also be required for printed communications.
- **All technical information** related to the exhibition: photo formats, dimensions of frames or display supports, and any relevant details concerning specific scenographic needs.
- Your **dates of presence** in Brioude, along with **any proposals for activities** you would like to offer (e.g., photo screenings, photography workshops, lectures, etc.).
- **Payment of the €20 membership fee**, to be made via bank transfer.

**We thank you for adhering strictly to this timeline and the above guidelines. Incomplete applications will not be considered.**

Association Festival Photo Brioude

2 place de la Mairie

43100 Brioude

Mail: [festivalphotobrioude@gmail.com](mailto:festivalphotobrioude@gmail.com)

Ph.: +33 6 84 86 78 18 (Serge Tribouillois) or +33 6 62 03 58 48 (Olivier Devise)

Website: <https://www.festivalphotobrioude.fr>

## Application form

Last name and First name: .....

Artist name (if applicable): .....

Age : .....

Occupation: .....

Postal address: .....

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Landline phone: .....

Mobile phone: .....

Email address: .....

Website: .....

Social media: .....

Title of the submitted series: .....

Number, format of exhibited photographs and framing details: .....

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Workshop or activity proposal (if any): .....

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Dates of presence in Brioude: .....

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**I hereby commit to respecting all obligations outlined in the call for applications.**

Date and signature of the photographer