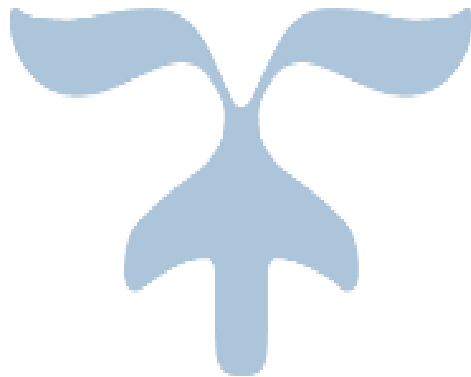


2015 AVILA MONOCHROME

The First Monochrome Only Large Print Photographic Exhibition.



WINTER 2015
AVILA PHOTOGRAPHIC SOCIETY
Post Box 900, Guadalupe, CA 93434

2015 Avila Monochrome

A Large PPD Print Exhibition (PSA #2015-233)

We want to thank you for supporting our first monochrome only international print exhibition, which came off on time, and had three times the number of entrants than we had planned on. As we have heard from some long-time exhibitors within PSA this may well have been the first monochrome 'only' print exhibition in over 50 years!

This was 'our' first exhibition, and it will not be our last! We're so happy with the outcome of the monochrome only idea that we are planning to have another in late 2016 and hope to have 6 sections! The decision to have a "monochrome only" exhibition came about because of the 'demands' of a viewing public which is more insightful as to the values and interests of photography than what has been the general outlook within the scope of the "PSA" system of exhibitions of the past!

Our experiences can be considered ones of learning about running an international photographic exhibition and how to do it better next time!

This acceptance by you, and viewers of the exhibition, the entrants of the Avila, of the idea of a "monochrome only" exhibition fell within the responses which we got from over 1,350 members of the general public which, over three years, viewed over 3000 images in all the PSA approved divisions and sections within the Georgia Circuits: Projected Images (both color, and monochrome), Nature, both prints and digital, Photojournalism, both prints and digital, as well as both prints and digital in Travel. A half a dozen university student assistants to a Ph.D. candidate interviewed the public at a total of 82 presentations of the accepted images about their preferences.

In total there were over 2,900 attendees at exhibitions were approached with anyone who was a member of a camera club, related to a household camera club member, or anyone who was a professional shooter was discounted from being part of the final analysis and assumptions. Anyone who said that they were a photographer for their own enjoyment, or were the 'families' photographer was weighted in the final analysis at 110% of the general public's replies to the 38 questions.

We felt at the time (early winter of '15) we had a clear idea of what the public was interested in seeing from the photographic community and so went forward with the Avila. The results suggested that the 'favorite' and the 'most interesting' with the image style which would bring a viewer back to a show, and possibly enter, was monochrome imagery. The sections which 'scored' lowest in the investigation were 'nature' related images, either prints or projected in either the Nature or PID divisions of entry. The top basically 'grouped' results were: 1) Monochrome, 2) People, 3) Travel, 4) Color (people), and 5) Photojournalism! The next Avila will take those results into consideration, as did the 2016 GASO Circuit.

The judges kept within the PSA limits, accepting about 20 to 25% of the total entries. We felt that only the better images should be on the walls – WE hope in 2016 to again limit the acceptance rate at about 20%. Our general feeling for the future Avila Monochrome Exhibitions is **not** in line with the "no child left behind" or giving "an acceptance for showing up" in the field! We are happy with a small show of fine work rather than a large boring show.

You will see that many exhibitor's names are missing from the below results – This may be because of a number of things: This was for LARGE monochrome prints only; it was a 'no-return' print show where the images were destroyed either after the judging or the exhibitions; the Avila was a one price for all 3 sections, even if one entered only one section, and so on. And it was a 'late' in the year exhibition!

This is a listing of the accepted works:

Chan	Hung	Hong Kong	A-OPEN	SURFING 2	A
Chan	Yue Yun	Hong Kong	A-OPEN	SIDE KICK	A
Chan	Yue Yun	Hong Kong	B- Architecture	ROYAL PALACE CLEANING	BEST
Cheung	Banly	Hong Kong	A-OPEN	OLD COUNTRY MAN	A
Cheung	Koon Keung	Hong Kong	C-CREATIVE	Diving	A
Cheung	Koon Keung	Hong Kong	C-CREATIVE	Rescue From Fire	A
Cheung	Kwan-leung	Hong Kong	A-OPEN	LOSE CONTROL	A
Cheung	Kwan-leung	Hong Kong	A-OPEN	HELP ME 2	HM
Cheung	Kwan-leung	Hong Kong	A-OPEN	TRY MY BEST	A
Cheung	Kwan-leung	Hong Kong	B- Architecture	PUT UP	A
Cheung	Kwan-leung	Hong Kong	B- Architecture	FIGHT	HM
Cheung	Kwan-leung	Hong Kong	C-CREATIVE	ENVIRONMENTAL PROTECTION	MEDAL
Cheung	Kwan-leung	Hong Kong	C-CREATIVE	ODD	BEST
Chong	Yiu Ka	Hong Kong	A-OPEN	FOOD FOR SURVIVAL 3	A
Chong	Yiu Ka	Hong Kong	A-OPEN	CRAZY BULL	A
Chow	Tsun Ip Patrick	Hong Kong	A-OPEN	KNOCKOUT	A
Fong	Hoi-yan	Hong Kong	B- Architecture	THE EGG	A
Ginn	Robert	USA	A-OPEN	1st Lap Accident - USGP	HM
Ginn	Robert	USA	A-OPEN	A Rose For The Winner	A
Ginn	Robert	USA	A-OPEN	Don't Go Daddy	HM
Jenkin	Barbara	United Kingdom	A-OPEN	SURPRISE FLOWERS	MEDAL
Jenkin	Barbara	United Kingdom	B- Architecture	ARCHITECTS VISION	MEDAL
Jenkin	Malcolm	United Kingdom	A-OPEN	CARLA 2	A
Jenkin	Malcolm	United Kingdom	B- Architecture	LINDISFARNE EVENING LIGHT	A
Jenkin	Malcolm	United Kingdom	B- Architecture	TRURO CITY CATHEDRAL	MEDAL
Kwan	Phillip	Canada	A-OPEN	WHEELCHAIR BB FALLING	A
Kwan	Phillip	Canada	B- Architecture	PAGODA OF BAGAN	A
Kwan	Phillip	Canada	C-CREATIVE	SNAIL KITE	A
Lau	Barry	Hong Kong	A-OPEN	Lady and Lines	A
Lau	Hoi-wai	Hong Kong	A-OPEN	CARE	A
Lau	Hoi-wai	Hong Kong	A-OPEN	MEDITATION	A

Lau	Hoi-wai	Hong Kong	C-CREATIVE	SNOW CHARCOAL	A
Lau	Hoi-wai	Hong Kong	C-CREATIVE	AUTUMN IS COMING	A
Lau	Hoi-wai	Hong Kong	C-CREATIVE	ENCOUNTERS	A
Ouyang	Heidi	Hong Kong	A-OPEN	CAGED BODY FREE SPIRIT	MEDAL
Papp	Elek	Hungary	A-OPEN	THE GIPSY CHIEF	BEST
Papp	Elek	Hungary	A-OPEN	HESITATION	MEDAL
Papp	Elek	Hungary	A-OPEN	WHY?	A
Papp	Elek	Hungary	B- Architecture	WALKING ON WATER	MEDAL
Papp	Elek	Hungary	C-CREATIVE	THEY HAVE GONE AWAY	A
Papp	Elek	Hungary	C-CREATIVE	ONCE UPON A TIME	MEDAL
Papp	Elek	Hungary	C-CREATIVE	ANGER	A
Potter	Tony	England	A-OPEN	ISABELLA AT HOME	A
Potter	Tony	England	B- Architecture	PALACE OF WESTMINSTER	A
Salim	Mohammad Ali	USA	A-OPEN	MASON'S DAUGHTER	A
Salim	Mohammad Ali	USA	B- Architecture	789 GALLERY	HM
Salim	Mohammad Ali	USA	B- Architecture	LEX. AND 57 ST.BW	A
Schweden	Wolfgang	Germany	A-OPEN	MY HEART 1	A
Schweden	Wolfgang	Germany	A-OPEN	LEGS	A
Schweden	Wolfgang	Germany	B- Architecture	LUENEBURG VON OBEN	A
Schweden	Wolfgang	Germany	C-CREATIVE	FANTASY ONE	HM
Schweden	Wolfgang	Germany	C-CREATIVE	DER FLORI NO THREE	A
Schweden	Wolfgang	Germany	C-CREATIVE	BALLET ENSEMBLE BW	MEDAL
Spittle	John	England	A-OPEN	RAGING STORM	HM
Spittle	John	England	B- Architecture	BLENDING	A
Spittle	John	England	B- Architecture	TULIP STAIRS	A
Spittle	John	England	C-CREATIVE	KISS ME	A
Su	Xing Fang	Hong Kong	A-OPEN	GRANDMA IN WORK	A
Thompson	Phil	England	A-OPEN	THINKING	A
Thompson	Phil	England	C-CREATIVE	FROM THE SEA	A
Thompson	Phil	England	C-CREATIVE	WOMAN OF THE ABBEY	A
Whitson	Dave	USA	A-OPEN	AUSTIN WITH TATTOOS BW	HM
Whitson	Dave	USA	B- Architecture	CULPEPPER SALOON BW	A
Whitson	Dave	USA	C-CREATIVE	WINGED VICTORY BW	HM
Whitson	Dave	USA	C-CREATIVE	MOONLIGHT BATH BW	A
Wong	Sau Shun	Hong Kong	A-OPEN	WINTER CATCHER	A
Wong	Sau Shun	Hong Kong	A-OPEN	OVERLOADED	A
Wong	Sau Shun	Hong Kong	C-CREATIVE	UNDERSEA LEGEND	A
Wong	Yvonne	Hong Kong	A-OPEN	CIRCLES	A
Wong	Yvonne	Hong Kong	A-OPEN	SEAWEED COAST	A

Wong	Yvonne	Hong Kong	A-OPEN	HARVEST	A
Yu	Ching-yan Brian	Hong Kong	A-OPEN	FLYING KICK	A
Yu	Ching-yan Brian	Hong Kong	B-Architecture	CLEANING THE CHURCH	HM
Yu	Ching-yan Brian	Hong Kong	C-CREATIVE	HARD FIGHT	A
Yu	Ching-yan Brian	Hong Kong	C-CREATIVE	THE GUIDE	A
Yuen	Chi Wai Claude	Hong Kong	A-OPEN	SHEPHERDING	A
Yuen	Chi Wai Claude	Hong Kong	B-Architecture	PEEPING	A

The sponsors of this International Exhibition of Photography have been awarded Recognition by PSA, the world's largest patron of international photographic exhibitions. PSA, although it has provided recognition, is neither a sponsor nor directly involved in the operation of this exhibition.



Valid acceptances received by PSA Members in recognized sections of this exhibition are eligible for PSA Star Ratings, listing in the world-wide PSA Who's Who of Photography and credited towards the PSA Distinctions of PPSA, EPSA, MPSA, GMPSA, GMPSA/b, GMPSA/s, GMPSA/g, and GMPSA/p.

PSA is a non-profit organization promoting the advancement of photography in all its forms to novice, amateur and professional photographers worldwide.

For information on membership and the many services and activities of PSA, contact:

psa
 PHOTOGRAPHIC SOCIETY OF AMERICA
 8241 S. Walker Avenue, Suite 104
 Oklahoma City, OK 73139-9401, U.S.A.
 E-mail: hq@psa-photo.org
 Web Site: <http://www.psa-photo.org>

There were a total of **27 successful entrants** of a total of 49 people entering = 55%!
 In total there were **349 images entered**, with 77 being accepted = 22%!
 In the **“Open”** section there were 166 entries, with 37 being accepted which was 22%.
 In the **“Architecture”** section there were 86 entries, with 18 accepted, which was 21%.
 In the **“Creative”** section there were 97 entries, with 22 being accepted, which was 23%.

The three judges are all monochrome print makers who teach and are professionals:
Bob Bachman, of Eureka, CA; Mike Simas, of Berkeley, CA, and Al Vaughn, of San Francisco, CA.

The 2016 Avila is NOW in the planning stage and if you have suggestions please contact us with those suggestions at; beeginn@aol.com.