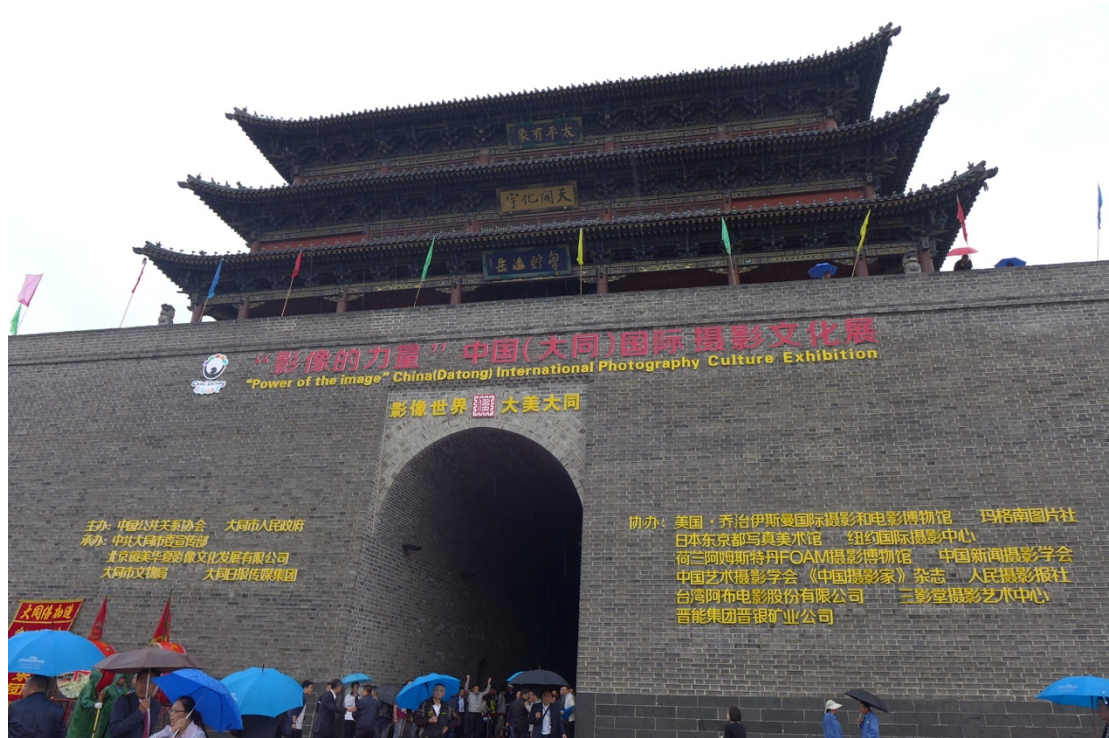


“Power of the Image”
International Photography Culture Exhibition
in China (Datong)



“Power of the Image” belongs to “The Wild of China” series, which was created by the China Public Relations Association (CPRA). This event places the works of renowned international and domestic photographers in front of photography enthusiasts in order to promote a couple important ideas about photography: that its birth was a great revolution that has had a profound influence on the development of world civilization, and that the power of the image comes from recording reality. Images fascinate by showing the world we live in, and “Power of the Image” attempts to help the people feel the power of discovery,

record, and change held within photography.



To promote humanism and urbanization, and to increase sentiments of historical continuity and the broader cultural context of Chinese photography, “Power of the Image” China (Datong) International Photography Culture Exhibition has been jointly hosted by China Public Relations Association (CPRA) and the people’s Government of Datong. It has now been held for four consecutive years.

The 2018 “Power of the Image” China (Datong) International Photography Culture Exhibition will be held for 15 days from October 20 to November 4. It will be open to the public free of charge in Datong, an ancient Chinese city and the starting point of the Silk Road in Northern Wei Dynasty.



Activity Arrangement:

1.The opening ceremony:

It will be a grand ceremony for the cultural exchange of photography consisting of a series of activities. Representative photographers were selected by the host country. One photographer will be elected to receive the "King of Photography", the highest honor to photographers in the festival. The Ambassadors, cultural counselors, and representatives of cultural groups and distinguished photographers from the “Guest of Honor” countries will attend the opening ceremony. After the opening ceremony, the important guests attending the opening ceremony will visit the exhibition together.

2.International Photography Culture Exhibition:

More than 1000 photographic works by famous international and domestic photographers will be exhibited. During the exhibition, the masses will feel the power of images and gain a better understanding of different countries.



3. “Guest of Honor” Country:

The "Power of the Image" China (Datong) International Photography culture exhibition sets up an exhibition around the “Guest of Honor” country. During the event, the guest country will be given special courtesy.

- **Exhibition area the of “Guest of Honor” country:** the exhibition will show the most influential works reflecting the country’s natural landscape, local customs and achievements (50 pictures from each country),



- **Other characteristics of the “Guest of Honor” country exhibition area :** Designed by the “Guest of Honor” country.