

2020 MARCH 30TH

If I were...

The Institut pour la photographie
launches its first interactive project

**A call-out for photographs to be featured
in a collaborative exhibition**

Following government guidelines, the Institut pour la photographie is closed. The EN QUÊTE programme and all associated activities and events are postponed to 10 September - 15 November 2020.

During this period of lockdown, the Institut is announcing, in partnership with the photographic platform WIPPLAY, the start of its first interactive project, which was initially scheduled to take place as part of this spring's programme. From Monday 30 March until Wednesday 20 May 2020, the public is invited to send, via WIPPLAY, one, two or three photos in response to the following questions:

If I were... a landscape ?

If I were ... an object ?

If I were ... a moment ?

Based on the idea of a series of unconventional portraits, the submissions to this photographic call-out will enable the Institut to produce its first exhibition created through public participation, as part of the EN QUÊTE exhibition programme (10 September - 15 November 2020, subject to changes in the health situation).

The Institut will regularly share a selection of the photographs received with its audiences through its social media channels and website.

This participatory project, the first to be initiated by the Institut pour la photographie, in partnership with the WIPPLAY platform, invites audiences to reflect on the growing use of images online, how they are shared and the now central role of critically reading photographic images.

To participate in the call-out, go to:

www.wipplay.com/fr_FR/concours-photo/si-jetais

To see selections of the photographs submitted, visit the social media channels and website of the Institut pour la photographie:

Instagram : [@institutphoto](https://www.instagram.com/institutphoto)

Facebook : [@institutphotographie](https://www.facebook.com/institutphotographie)

Twitter : [@institutphoto](https://twitter.com/institutphoto)

Site internet : www.institut-photo.com

Wipplay is a community photography platform founded in 2012 by Julie Plus. It brings together more than 60,000 photographers and regularly hosts photo call-outs and competitions in partnership with cultural institutions, festivals and brands.

<http://www.wipplay.com>