

Press release

Pictet to fund WaterAid Project in Bangladesh

- Pictet & Cie to support WaterAid's Chittagong Hill Tracts Project to bring clean safe water to village communities in Bangladesh
- One photographer shortlisted for the Prix Pictet will be commissioned to record the Chittagong Hill Tracts Project
- Major support comes eight weeks ahead of the announcement of the inaugural, £50,000, Prix Pictet photography prize

London and Geneva, 12 September, 2008. Pictet & Cie, founders of Prix Pictet, the world's first photography award focusing on sustainability, has announced it will support the Chittagong Hill Tracts Project in Bangladesh, a project managed by UK based charity WaterAid. The Prix Pictet photography award has a unique mandate; to use the power of the photographic medium to communicate crucial sustainability messages to a global audience. Each year the Prix Pictet will address a distinct sustainability issue. The theme for the first year of the prize is water.

To ensure the Chittagong Hill Tracts Project is recorded on camera, one of the 18 photographers shortlisted for the Prix Pictet will be commissioned to photograph the work in progress on location in Bangladesh. This commission is open to all photographers shortlisted for the Prix Pictet and will be awarded to the practitioner who is deemed most capable of communicating how crucially important sustainability projects such as this one in Bangladesh are to the lives of people around the world.

Girish Menon, International Operations Director, WaterAid said of the Chittagong Hill Tracts project: "The project focuses on gravity flow schemes, tapping safe water at its source in the hills and piping it to villages below. This approach alongside tubewells and rainwater harvesting schemes, has drastically reduced time spent collecting water and sharply cut the rate of water-related diseases."

Mr Menon of WaterAid continued: "This project is typical of WaterAid's work reaching the poorest of the poor, and enabling communities in geographically hard to reach locations to get access to life-saving essential services. With the £35,000 that WaterAid is set to receive from Prix Pictet we can potentially provide over 2,300 people with a lasting supply of safe water, sanitation and hygiene education."

As Ivan Pictet, Managing Partner of Pictet & Cie explains, it is important for Pictet & Cie to communicate the significance of sustainability issues: “Pictet has been looking after the fortunes of families and institutions for over two hundred years. In a sense, therefore, Pictet has always followed a ‘sustainable’ way of business. More recently we have aimed to place Pictet, as a business, on a more sustainable footing, from reducing the environmental and social impact of our activities to making carefully selected philanthropic contributions. This is why the Partners of Pictet & Cie have chosen to contribute to a project related to the theme of this year's Prix Pictet. WaterAid’s sustainable approach is of crucial importance.”

For more information on the Chittagong Hills Tract project log on to the Water Aid website at www.wateraid.org/bangladesh. The progress of the Chittagong Hills Tract commission will be recorded on the Prix Pictet website from late November www.prixpictet.com <http://www.prixpictet.com>.

-ends-

Note to Editors

1. Bangladesh is one of the poorest counties in the world; millions of people lack access to essential water and sanitation services. Without these basic services hundreds of children die of easily preventable water-related diseases. The Chittagong Hill Tracts Project focuses on gravity flow schemes, tapping safe water at its source in the hills and piping it to villages below. This approach alongside tubewells and rainwater harvesting schemes, has drastically reduced time spent collecting water and sharply cut the rate of water-related diseases.

2. In its inaugural year the Prix Pictet generated entries from over 200 photographers from 43 countries. One photographer will be awarded the prize of £50,000 on 30th October at the Palais de Tokyo in Paris. The shortlist for the Prix includes some of the finest photographers in the world. They are; Benoit Aquin, Edward Burtynsky, Jesus Abad Colorado, Thomas Joshua Cooper, Sebastian Copeland, Christian Cravo, Lynn Davis, Reza Deghati, Susan Derges, Malcolm Hutcheson, Chris Jordan, Carl De Keyzer, David Maisel, Mary Mattingly, Robert Polidori, Roman Signer, Jules Spinatsch, Munem Wasif. Francis Hodgson, Head of Photographs, Sotheby’s, leads the internationally recognised panel of experts who will judge the Prix. The judges include the American artist Richard Misrach; the Iranian film director Abbas Kiarostami; Régis Durand, the distinguished writer and critic, former Director of the Jeu de Paume; Loa Haagen Pictet, Pictet & Cie’s art consultant and Leo Johnson, Co-Founder, Sustainable Finance. The Prix Pictet exhibition runs from 29 October – 8 November 2008 at the Palais de Tokyo, Paris. Starting at the Dubai international Finance Centre Dubai in November an exhibition of selected works by artists shortlisted for the Prix Pictet 2008 will tour internationally prior to the launch of the 2009 award.

Further information:

Prix Pictet

Will Kallaway

Kallaway Limited

Direct line: +44 (0)20 7221 7883

Email: william.kallaway@kallaway.co.uk

Prix Pictet

Rachel Duffield
Kallaway Limited
Direct line: +44 (0)20 7221 7883
Email: rachel.duffield@kallaway.co.uk

Pictet & Cie

Lindsay Vetch
Lansons Communications
Direct Line : +44 (0)20 7294 3606
E-Mail: lindsayv@lansons.com

WaterAid

Lisa Martin
Direct line: +44(0)20 7793 2245
Email: lisamartin@wateraid.org

-end to all-