

“Capture the Season” of Winter in the Adelaide Hills

The Adelaide Hills Wine Region invites you to “Capture the Season” with the launch of a winter photography competition showcased at more than 28 beautiful cellar doors over their Winter Reds Festival weekend on July 23rd and 24th 2011.

An annual occasion, the Winter Reds Festival has something for everyone, making it the perfect weekend for wine connoisseurs to enjoy hearty food, warming atmosphere and stunning regional reds, and - this year, for the first time - the chance to view some of South Australia's best photography talent.

Whether discovering the mystique of Adelaide Hills Pinot at one of the many participating cellar doors, a Riedel glass masterclass at The Lane Vineyard or Howard Vineyards German Winter Feast offering three courses of delicious German fare, there is an intimate feel amongst the region during the winter months.

Capture the Season invites budding photographers to submit a photo that captures winter in the Adelaide Hills. The photo competition kicks off Friday the 20th of May with a short-list of finalists announced early July and installed throughout the region for judging during the Winter Reds Festival.

Lead judge, AIPP South Australian Photographer of the Year 2006 and 2009, David Evans, describes what he is looking for in the winning photograph, “A great photo will immediately capture and arrest your attention, then on further investigation a finalist photo will show great detail and emotion through incredible technical and artistic qualities. I’m looking for images that really tell a story.”

The entries will be judged to win one of three awards: the “Capture the Season Award”, decided by a panel of judges, including award-winning professional photographer, David Evans; the “People’s Choice Award”, judged by public visiting the region during the Winter Reds Festival, and the “Media Award”, voted on by a selected panel of media judges.

The “Capture the Season Award” winner will win a \$1000 voucher from leading Adelaide photographic processor Atkins Technicolour, with rights to their image purchased by the Adelaide Hills Wine Region to achieve true recognition for their talents. The “People’s Choice Award” and “Media award” winners will both enjoy a selection of Adelaide Hills wines.

“We look forward to receiving some really great entries,” Mr Evans said. “Winter in the Adelaide Hills is a striking season; the diverse typography combined with a variety of native vegetation, vines, farmland and European trees offers extensive subject matter in one region.”

So pack your cameras and “Capture the Season” of winter in the Adelaide Hills or simply head to the region for the annual Winter Reds Festival and enjoy a day of beautiful wine, food and live music at Mt Lofty House, or enjoy an intimate La Dolce Vita Degustation dinner with Mediterranean fare and corresponding wines at Golding Wines cellar door. Whatever you decide, this year’s Winter Reds Festival is not to be missed.



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To enter the Capture the Season photography competition, simply take a picture of what the Adelaide Hills in winter represents to you and mail your image along with an entry form to the Adelaide Hill Wine Region, 38 Adelaide Rd, Mount Barker, SA, 5251. Full terms and conditions and entry forms are available at www.adelaidehillswine.com.au

For a full list of wineries participating in the Winter Reds Festival Cellar Door Photo Exhibition or to download the official Winter Reds Festival brochure please see www.adelaidehillswine.com.au

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