



A new photo contest created by the Marco Vigorelli Foundation and TWM Factory in order to inspire photographers and amateurs to describe the delicate balance between work and family using the tools of photography.

"Work-Family (re) balance" is a competition for photographers and amateurs aged 19 to 29, promoted by the Marco Vigorelli Foundation: this foundation carries on the work of Marco Vigorelli, - an economist who died in 2002 - by promoting and supporting activities aimed at preserving the employee's wellbeing, and at the same time, working to affirm the centrality of private life and family time even in corporate life. This competition has been created in partnership with TWM Factory, a creative studio owned by professionals under 30 years old, which takes care of enhancing and supporting the work of young creators. The cooperation between the Marco Vigorelli Foundation and the TWM Factory embodies the meaning of this contest: a true desire to listen to the youngest, in order to create a new cultural landscape of work ethics that focuses on the employee's well-being. This creates a virtuous circle in which the company and the family enjoy the reciprocal position they occupy in the existence of each individual.

The theme of the contest was handpicked in order to stimulate the discussion around the reconciliation between family life and work life: these two ideals should be approached in terms of duality, instead of dualism. It is not about balancing two separate areas, but about integrating them, keeping human relations as the main focus on one's life.

Too often young people are forced to choose between private life and career. This helps to build the idea that family life is very distant and incompatible with professional work. Perhaps this might be the reason why those looking for a job today pay more attention to work-life balance than to economic revenue. As a solution, we strive to create a new cultural mindset, which will put the employee at the center of corporate's life and allow the individual to accept the consequences of his choices as effects of freedom and not as must do's.

Millennials approaching the very difficult world of employment have to face multiple difficulties, but at the same time they carry with them so much new energy. This contest was created to find new ways to represent the delicate balance between work and family life; by highlighting the importance of each individual's private life and relationships, we can work towards a desirable corporate well-being that everyone can benefit from. Through the creation of 3 photographs that revolve around themes such as smart working, maternity / paternity leave, corporate welfare, this competition aims to stimulate the discussion, through the communication medium of photography.

The contest is aimed at professional and amateur photographers aged between 19 and 29. To enter, those interested must send an e-mail to info@marcovigorelli.org including "Marco Vigorelli Foundation Photo Call" in the object of the mail by the 20th of December 2019 including 3 original pictures. The winner will be announced on the 31st of January 2020 on Marco Vigorelli Foundation's website and on The Walkman Magazine social media pages.

The best picture will receive a cash prize of € 1,000.00. Furthermore, two special mentions will be selected. The winner and the two photographers chosen will be included in all the media content revolving around the contest and the 3 pictures will be published on the Marco Vigorelli Foundation website as well as on The Walkman Magazine.

For more information:
www.marcovigorelli.org
www.thewalkman.it