



**Elysée
Lausanne**



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A PRIZE FOR YOUNG PHOTOGRAPHERS
ANNONCEMENT OF THE 12 NOMINEES*

LACOSTE ELYSEE PRIZE '10

At the occasion of the exhibition *reGeneration 2: Tomorrow's Photographers Today*, LACOSTE launches, in partnership with the Musée de l'Elysée, a Prize dedicated to young photographers.

From the 80 photographers of the *reGeneration²* exhibition, a jury has nominated 12 promising photographers to participate in the LACOSTE ÉLYSÉE PRIZE.

The 12 nominees have been announced on the occasion of the 25th anniversary of the Musée de l'Elysée.

Ueli Alder – Switzerland
Benjamin Beker – Serbia
Florian Joye – Switzerland
Di Liu – China
Camila Rodrigo Graña – Peru
Tereza Vcková – Czech Republic

Kristoffer Axén – Sweden
Jen Davis – United States
Kalle Kataila – Finland
Richard Mosse – Ireland
Geoffrey H. Short – New Zealand
Liu XiaoFang – China

In 2010, LACOSTE unveiled the code name of its famous polo shirt, L.12.12. The 12 nominees have been given carte blanche to capture and adapt photographically the codes of this legendary item of clothing! They all received a scholarship of CHF 3,000 and have 3 months to undertake 3 photographs.

From the 12.10.2010, come and discover their work at www.lacoste.com and at www.elysee.ch. During the photography fair Paris Photo, a jury of experts will choose the winner of the LACOSTE ÉLYSÉE PRIZE '10. His or her name will be revealed on 12.12.2010 !

The LACOSTE ÉLYSÉE PRIZE is worth CHF 20,000 to the winner and takes place every year.

Information on www.lacoste.com and www.elysee.ch
Press images are available on www.elysee.ch
In the menu click on Press
Username : elysee
Password : elT3media



ABOUT LACOSTE AND THE L.12.12

In 1927 René Lacoste designed and made for his personal use a batch of cotton shirts in a light, airy knit that perfectly absorbs perspiration so that players could feel more comfortable on stiflingly hot American tennis courts. He had unwittingly invented the polo shirt, a new-generation garment that, under the Lacoste brand name or copied by others, was going to be manufactured in the billions.

The polo shirt was an immediate hit with Lacoste's tennis-playing friends, who until then had worn blazers and thick, heavy, conventional long-sleeve dress shirts on the court!

The first Lacoste polo shirt was white and slightly shorter than its contemporary counterpart. It featured short sleeves, a ribbed-edge collar and a light, airy "petit piqué jersey" knit fabric. In 1933 Lacoste, seeing that his idea was catching on with his friends, had the idea of teaming up with the great hosier André Gillier to launch industrial production of the polo with the crocodile label. That is when he named it L.12.12.

L for Lacoste; 1 for the material, piqué cotton; 2 for the short-sleeve model (the long-sleeve shirt was going to be the 1312); and 12 for the number of versions presented to Lacoste. A perfectionist, Lacoste was as meticulous in developing his polo shirt as he was competitive while playing on the tennis court. He had many prototypes made in close cooperation with the manufacturer A. Gillier; the 12th version is the one he finally considered satisfactory.

He kept that number in the industrial code name and it remained in the company in honour of its creator.

Symbol of relaxed elegance since 1933, the LACOSTE brand, built on its genuine sporting roots, offers a unique and original universe through a wide range of products for men, women and children.