

## **Lucía Herrero Platas wins *pixMO*, the competition of photographs taken with a mobile phone held by LABoral**

*Her work will be displayed in the art centre's Chill-out zone, together with that of Alfredo Liétor Rosales and Julián Fernando Zuppi, second and third place contestants, and the work of the other eight finalists.*

Lucía Herrero Platas, with her photograph *Untitled (IMG-1532)*, has been chosen as the winner of the photographic competition *PixMO*, held by LABoral. With this competition, El Centro de Arte y Creación Industrial in Gijón wants to encourage amateur talent and provoke reflection on photography which uses a mobile phone as its means of expression as well as its relation to social networks in the digital age. This competition is part of Gijón's festival Encuentros Fotográficos, which was held from November 4 until November 21.

The jury was comprised by Jerome Muñoz (Director of El Centro Integrado de Formación Profesional (CIFP) de Comunicación, Imagen y Sonido de Langreo), Paco Paredes (from the Asturias Photographers Association), Sergio Vega (from the Asturias Photographers Association) and Ana Botella Díez del Corral (Head of Exhibitions at LABoral Centro de Arte y Creación Industrial). Second prize went to Alfredo Liétor Rosales for his work, *Ride my bike*, while third prize was given to Julián Fernando Zuppi Ortega for his photograph *Like a Cohen carácter*.

The finalist photographs were selected for their interesting and original qualities, as well as for reflecting the spirit in which *pixMO* was born: exploring social territories that share antecedents with inter-generational and socio-economic conflict, with the objective of promoting familiarity and the careful study of the relation between society and technology in collaboration with existing social networks through the use of photography with a highly social content.

*PixMO* is part of the *LABmóvil* programme, a multiplatform project that uses mobile devices as the principal work medium. It is intended for adolescents and youth, from 14 to 35 years of age.

Winners will receive the following prizes: an iPhone 4G for first prize, an iPhone 3G for second prize and an iPod Touch for third prize.

The three winning photographs will be on exhibit in LABoral's Chill-out zone, together with the work of the other finalists:

*Naturaleza muerta*, by Andrés Poole Bozzi

*Si se puede*, by Carolina Rodríguez García  
*Un poco de rojo*, by Ester Ferrer Linares  
*De Viaje*, by Sandra Lara  
*(3)*, by Francisco Javier Reina Salinas  
*Crash*, by María Fernández Álvarez  
*IMG1955*, by Lucía Herrero  
*Carrera a ninguna parte*, by Sandra Lara

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*pixMo* se integra en la programación de *LABmóvil* una plataforma de participación ciudadana en torno a la producción e intercambio de contenidos audiovisuales y digitales. Tiene como finalidad el desarrollo de las capacidades creativas y la implicación crítica de los adolescentes y jóvenes en la sociedad