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The Blue Planet: A World for All of Us



October 2009 -- For six auspicious years, Karelia Investment has been a major partner in sponsoring the world's largest annual competition in the field of photography, the Trierenberg Super Circuit. The overwhelmingly positive response to the salon entries has brought fame and international attention in photographic circles for the Karelia Trophy, the most coveted award of the competition.

With 70.000 entries from 105 countries, a roll-call of the world's best photographers gathered one shining October evening in Linz, Austria to witness the prestigious award ceremony with the theme "The Blue Planet."

The big winner of the Karelia Trophy 2009 is Italy's Alex Bernasconi, for his masterpiece called "Dead Tree." The second and third prizewinners are Ian Robertson of Australia for his masterwork "Lake Matheson," and South Africa's Christian Johannes Serfontein with his stunning image "Shell on a Beach."

The selected works of the Karelia Trophy are compiled every year in a special award-winning publication. Joanna Kamarinopoulos, Public Relations Manager of Karelia explained why they chose to dedicate this year's theme to The Blue Planet. "We chose this theme not only because we wanted to have the

opportunity once again to assemble stunning visual masterpieces by the world's best photographers, but also because Karelia has always practiced a philosophy of supporting the community through socially responsible projects, and now the environment with this new publication."

Kamarinopoulos continued, "I have been very enthusiastic about assembling the material for this book for Karelia Investment. It focuses on the beauty, the uniqueness and the great potential of our earth, The Blue Planet, and I hope it will give its readers insight into the vital importance of protecting it.

The book explores many facets of the Blue Planet, in three main categories: Land, Water and Animals. The photos from "The Blue Planet" will soon be available for viewing on Karelia's website: www.karelia.gr.

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