

Samsung, Bolt Foundation put children behind camera

The Usain Bolt Foundation recently joined with Samsung to have the electronics company's first-ever photographic workshop for young Jamaican photographers called the Samsung NX300 Junior Photographer Project.

Sujin Jung, launch manager for Samsung Electronics NX300, the company's current flagship camera, has stated how impressed she is with the level and rate of participation shown by children in the workshop. "We adopted Usain Bolt as our model. We were thinking what we could do to enhance the abilities of some of these children. This campaign is Samsung's first attempt to teach junior photographers about the camera in Jamaica, so we planned and invested in this event. So far, I am very impressed with these young photographers," Jung said. "I can see they have a passion for the camera and the photography, so I am very impressed with all of them. Last week, we met and had a photo session, product orientation and even went to the Usain Bolt Track on the University of The West Indies, Mona Campus to take pictures," she added. The workshop took place from May 9-11 at Devon House, St Andrew. "Samsung wants to give back to Jamaica and be able to not only promote a new product, but also to hone the skills of these young photographers. Other than giving them access to the actual equipment, we are also teaching them how to use it and follow their dreams of becoming a photographer. It can still be their passion," Frank Moran, the event's director, told The Gleaner. "Essentially, we are giving them the tools to take great photos and learn the rules about photography. In the end, we want to enable them to create their own style," he added. The awards ceremony for the programme took place on the grounds of Devon House last Saturday. The top-three participants and their schools received various prizes such as the Samsung Galaxy Camera and Samsung NX300. Bolt told the students that he was honoured to be a part of giving back to them. "I always want to see young people excel and I am impressed with what I have seen," Bolt said. While Bolt browsed the exhibition, students and mentors waited with bated breath for the three finalists to be named. Famed photographer David Alan Harvey announced that the top-three finalists were Keano Gordon, Tonia Williams and Coya Clarke. It was later announced that Clarke was the overall winner for her work titled 'CocoHead'. Clarke, a 15-year-old student of the Wolmer's Trust High School for Girls, told The Gleaner that she developed her passion for photography from her sister. "I am very overwhelmed. I wasn't expecting this victory because there are so many young, talented photographers here. It was really unexpected. It was a really great experience," Clarke said. All 25 students who participated in the programme walked away with a Samsung NX300.