

Shutterstock Presents: Austin Translation, A Photo Documentary of SXSW 2012

March 7, 2012 3:30 AM ET

The multi-platform guerrilla marketing campaign will capture the energy and excitement of SXSW
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Shutterstock Images LLC, a leading provider of high-quality [stock photography](#), [vectors](#), [illustrations](#) and [footage](#), today announced a guerrilla marketing campaign to document the events, fashions, and energy of SXSW Interactive, the annual technology festival in Austin, Texas. The program runs from March 9 through 13 and includes on-the-ground photographers, a mobile photo booth, a massive wall projection and a live stream to the company's Facebook page.

"Austin Translation" kicks off on Friday, March 9, with the activation of 5 hand-selected, on-scene photographers, John Pesina, Kenneth Man, Galina Stepanova, Gus Yeung and Ricardo Garza. They will be documenting everything from conference panels to food trucks to landscapes, capturing the real Austin, and streaming their photos live to a curation team. Shutterstock has also invited attendees to be a part of the story by tweeting their photos to @Shutterstock with the hashtag #SXSWpix.

Additionally, the Shutterstock mobile photo booth, will park outside the hottest parties each night, providing attendees with their own mini photo-shoots. Festivalgoers can find the 1983 Volkswagen Westfalia on Foursquare, or by following Shutterstock on Twitter. These photos, along with those tweeted in and shot by on site photographers, will all be projected nightly from 7pm CT to 1am CT, onto a 6-story wall projection on the corner of 5th Street and Colorado, in Downtown Austin. The feed will also be available to viewers worldwide via Shutterstock's Facebook page.

"SXSW hosts some of the most imaginative, intelligent, and entrepreneurial people in the tech and creative industries," said Shutterstock CEO Jon Oringer. "To be immersed in such an energetic and collaborative environment is truly exciting for us," he added.

About Shutterstock

Shutterstock is a leading global provider of high-quality licensed photographs, vectors, illustrations and videos to businesses, marketing agencies and media organizations around the world.

Shutterstock works closely with its growing contributor community of photographers, videographers, illustrators and designers to curate a global marketplace for royalty-free imagery. Shutterstock adds tens of thousands of rights-cleared images each week, and with more than 19 million images currently available, the company recently celebrated its 200-millionth image download.

Headquartered in New York City, Shutterstock also owns Bigstock, a value-oriented stock agency that offers both credit and simple Pay As You Go purchase options.

For more information, please visit <http://www.shutterstock.com>, and follow Shutterstock on [Twitter](#) or on [Facebook](#).

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