

## MAJORITY WORLD

### Pioneering Digital Fair Trade

Majority World is a business with a social purpose formed to promote professional photographers in Asia, Africa and Latin America. It is the objective of Majority World to enable indigenous photographers from these continents to showcase their images on the world stage and within the globalised marketplace.

The indigenous photographers of Majority World, who understand the daily lives and culture of their subjects, provide a personal and original view of their world.

Just like food and handcraft producers, Majority World photographers face many barriers to competing in the world economy and gaining a share of global markets. Many of the barriers stem from lack of digital access, travel, market knowledge and contacts.

Majority World helps bring to light the wealth of fresh imagery emerging from the majority world, a more accurate term for what has been known as the developing world.

Majority World enables the discovery of indigenous photographic talent, promoting ethical standards in trade and valuing the authentic view that local photographers can provide.

The Image Works is proud to be the North American distributor of the Majority World archive.

## Our Specialities

contemporary documentary &  
photojournalism

historical

illustration

performing arts

science and technology

natural history

fine art

## Agency Description

The Image Works is an independent stock photography agency that believes the value of an image lies in a combination of its visual strength and the information it conveys. Unified into one impressive archive, the images come from varied sources around the world: top-notch photojournalists, a network of affiliated agencies, specialized collections, museums and newspapers. The result is an diverse yet focused collection of over one million images online and access to over 35 million images.



Schoolgirls studying Islam. Photo by Mustafiz Mamun.  
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Women making fishing nets. Photo by Shahidul Alam  
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Taj Mahal reflects in the river Yamuna. Photo by Adeel Halim  
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