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**THE INAUGURAL MONTH OF PHOTOGRAPHY LOS ANGELES  
OFFICIAL OPENING CEREMONY PACIFIC DESIGN CENTER, FRESH LOOK,  
PROJECTIONS, LECTURES AND WORKSHOPS  
APRIL 2009**

**PRESENTED BY THE LUCIE FOUNDATION**

*(February 19, 2009, Los Angeles)* - The Lucie Foundation which holds the world's most esteemed photography awards ceremony honoring the greatest achievements in the field (The Lucie Awards), is pleased to present a new signature event, The Month of Photography Los Angeles (MOPLA), this April 2009. MOPLA is a month-long celebration of Photography, its artists, and the community who adores, inspires and fuels it. MOPLA will organize and galvanize the photography and art community in Los Angeles to present an extensive observance of the visual medium during the month of April. Become engaged through a variety of events and programs designed to inspire and invigorate the photography professional, enthusiast, emerging professional and collectors both young and seasoned. As the second largest photography community in the United States, Los Angeles will provide a distinctive backdrop to the celebration of the photographic image, with an official Opening Nite event on Tuesday, April 7 at the Pacific Design Center.

"MOPLA is our opportunity to unite and present the great happenings of Photography in Los Angeles, the entertainment capital of the world, and a city long been perceived as the arts and culture step-sister to New York", says co-Founder Cat Jimenez, and Executive Director of the Lucie Foundation. "This is an exciting time for Photography in Los Angeles with the birth of MOPLA and the Annenberg Space for Photography opening in late March. Even in these challenging economic times, there's still a plethora of content to celebrate, which makes this month even more meaningful. We want to inspire, encourage and engage those involved in the Photography Community and by presenting programming for everyone, that will help us achieve that goal".

Visitors and MOPLA attendees will be offered an extensive range of activities that will generate dialogue among art and photography aficionados: slide shows, workshops, exhibitions, seminars, artist talks, portfolio reviews and parties. Here is a glance into the keyhole of what is to come during MOPLA:

### **Outdoor Building Projections - Pro'jekt LA Series**

*'Tis of Thee: Visual Language of American Faces and Landscape* which features the projected photographs of **Estevan Oriol, Douglas Odesko** and **Hyers+Mebane** onto the walls of Los Angeles.

### **Conversations and Lectures**

*The Synergy of Music and Pictures* - A Conversation moderated by **Dr. Anthony Bannon** of the George Eastman House with photographers **B+** and **Herman Leonard** at the Pacific Design Center.

### **The Fresh Look**

*Fresh Look* is a two-day portfolio review session with the photography industry's decision makers, from gallerists to editors, publishers, creative directors and art buyers. *Fresh Look* is the emerging photographer's answer to one-on-one career guidance.

### **The Fresh Fair**

*Fresh Fair* is a photography fair designed to showcase both new & established unrepresented artists to collectors and gallery representatives from around the world. *Fresh Fair* allows photographers to reach the collecting public directly. *Fresh Fair* is juried to ensure excellent standards and quality work is exhibited.

### **Exhibitions**

The premiere of the **Markus Klinko** and **Indrani** *ICONS* exhibit *ICONS* is the first solo exhibition by the celebrity and fashion photographers, **Markus Klinko** and **Indrani**, the subject matter of a new BRAVO docu-series entitled Double Exposure. Their first exhibition will feature a specific body of work that showcases some of the world's most recognizable faces. **Indrani** describes the show as..."In a world where authenticity is an autograph and reality a genre of TV, our images provide society a mirror to reflect upon its ideals and devotions. With this exhibition we seek to encourage viewers to question, what makes these individuals so beloved? What do they represent for each of us, what roles have we assigned them to play, that they inspire such passions in us? Why do we as a society raise them up to be larger than life, blur the lines between fantasy and reality, admiration and obsessive cult behavior, appoint them as deities for public consumption, then rip them apart if they reveal human frailties? As they shine so brightly, we hope that *ICONS* will inspire its viewers to also reflect upon the long shadows cast."

The monumental arrival of MOPLA will mark an established, community-based introduction to the stage of photography in our very own Los Angeles, the epicenter for photography on the West Coast.

**We invite you to join us in this historic moment for photography, coming in the month of April 2009.**

**Additional information about The Month of Photography Los Angeles is available at the [www.monthofphotography.com](http://www.monthofphotography.com) website.**