

MOPLA

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For Immediate Release

Opening Night Celebration of
MONTH of PHOTOGRAPHY LA (MOPLA)
Saturday April 4, 2009 6:30 pm, Frank Pictures Gallery, Bergamot Station

--PRESENTED BY THE LUCIE FOUNDATION--

March 16, 2009 (*Los Angeles, CA*) - The Month of Photography Los Angeles (MOPLA) kicks off a month of exhibitions, workshops, lectures and projections with a reception at the Frank Pictures Gallery at Bergamot Station, in Santa Monica, CA. The evening will include the first installment of a four-part Pro'jekt LA projection series and a photography exhibition by renowned photographer Alexandra Hedison at the Frank Pictures Gallery. MOPLA is an inclusive event that aims to inspire and engage the professional, enthusiast, emerging photographer and collector, both young and seasoned. This month-long event aims to organize and galvanize the already thriving photography and art community in LA.

Pro'jekt LA is a four-part visual fete, where images will be projected on a different building for each event. At 7:00 p.m., on April 4, the work of photographers Amanda Friedman, Felipe DuPouy and Helen K. Garber will combine in an outdoor projection entitled *Dark Side: The Anatomy and Topography of Los Angeles at Night*. This projection is at Frank Pictures Gallery, Bergamot Station in Santa Monica. Part 2 of this series, *'Tis of Thee: Visual Language of American Faces and Landscape* features the work of Douglas Adesko, Estevan Oriol and Hyers+Mebane and will take place at A&I+Isgo Lepejian in Hollywood on Friday evening, April 10. Part 3, *Falling Down Empty: Rock-N-Roll Documentary Photography* of life on the stage, on the road and simple life behind the scenes features the work of Autumn Dewilde, Pat Graham and Nick Zinner will be on Friday, April 24. The final installment of Pro'jekt LA on Thursday, April 30, is entitled *In the Stills of the Night: Portraits of the LA Famous and Infamous* featuring Gary Lee Boas, Patrick Hoelck and Mark Hunter aka The Cobrasnake. (Locations for Part 3, 4 tba.)

The official opening night event inside Frank Pictures Gallery, **ITHAKA**, features the west coast premier of Los Angeles-based photographer, **Alexandra Hedison's** large-format photographs of the North American temperate rain forest. **ITHAKA** had been previously shown in London and New York as part of the New Yorker Magazine's 2008 Passport to the Arts sponsored by Barclays Capital. "I see the forest as the physical embodiment of the unconscious space within. This work is not about trees. These images are not about the forest but about the process of

discovery,” says Hedison. She will be participating in an international group exhibition that will tour the Middle East in 2010. Concurrent with her photography career, Hedison also directs film and is an actress. She has appeared since 2006 as the character, Dylan, on Showtime’s The L Word.

Laurie Frank, owner of Frank Pictures Gallery stated, “I am thrilled to partner with the Month of Photography in their inaugural year. The ability to celebrate Alexandra’s images during the opening night of MOPLA illustrates the spirit of community implicit in the Lucie Foundation’s efforts.” Cat Jimenez, co-founder of the Month of Photography Los Angeles and Executive Director of the Lucie Foundation added, “The opening of MOPLA is a celebration of everything photographic in Los Angeles. Seeing some of the shining photo-stars illuminated at night during the 4 evening projections defines the unique creative spirit of the Los Angeles photo community. “Our aim is to make photography accessible to the public through both traditional and non-traditional platforms”, says MOPLA co-founder Hossein Farmani.

With a month of lectures, workshops, and projections MOPLA will showcase a vibrant display of talent in an array of photographic exhibitions and events. Both emerging and established photographers will be seen in conventional and non-traditional venues. MOPLA is grateful for the generous support of our opening night partners: Frank Pictures Gallery, Hansen’s Beverages, Presidential Standard Vodka, and Lagunitas Brewing Company.

About the Month of Photography Los Angeles (MOPLA)

MOPLA's two-fold mission is to advance dynamic programming designed to engage and stimulate the photography community, as well as to present a comprehensive resource of exhibitions and events in April 2009. MOPLA is organized by the LUCIE FOUNDATION, a not-for-profit foundation dedicated to the celebration of photography.

www.monthofphotography.com

About the Lucie Foundation

The Lucie Foundation’s three fold mission is to honor master photographers, discover and cultivate emerging talent and to celebrate the appreciation of photography worldwide. The photography communities from countries around the globe pay tribute to the year’s most outstanding photographic achievements at the annual Lucie Awards ceremony. The Lucies recognize men and women whose life’s work in photography merits the highest acclaim by their peers. The winners of IPA Photographer of the Year, the Discovery of the Year and Deeper Perspective Photographer of the Year are announced at the Lucies and are awarded cash prizes and statues. The Lucie Foundation is a 501(c)3 non-profit charitable foundation.

www.luciefoundation.org