

LUCIEFOUNDATION *presents* MONTH OF PHOTOGRAPHY LA

ADAPTATIONS & REVERBERATIONS:

CONTEMPORARY PHOTOGRAPHY'S EVER-CHANGING LANDSCAPE.

ENGAGING THE ENTIRE PHOTOGRAPHY
COMMUNITY OF LOS ANGELES.



About MOPLA

About MOPLA: The Month of Photography Los Angeles was established in 2009 and is the first-ever, month long celebration of the photography in Los Angeles.

MOPLA is organized by The Lucie Foundation, the non-profit charitable organization dedicated to championing photography through a variety of programs.

Through Exhibitions, Discussions, Projections and Events, MOPLA's mission is two-fold:

TO ADVANCE DYNAMIC PROGRAMMING
DESIGNED TO ENGAGE AND STIMULATE
THE PHOTOGRAPHY COMMUNITY

+

TO PRESENT A COMPREHENSIVE
RESOURCE OF EXHIBITIONS AND
PHOTOGRAPH-RELATED EVENTS IN APRIL.

MOPLA

MONTH OF PHOTOGRAPHY - LOS ANGELES

The Month of Photography Los Angeles (MOPLA) will showcase the enormous photography community, inclusive of commercial, fine art and photojournalism. MOPLA will present the photographic work and talent of both emerging and undiscovered photographers to legendary masters who have made lasting contributions to the field of photography. As the second largest photography community in the United States, Los Angeles will provide a distinctive backdrop to the celebration of the photographic image. MOPLA will present and promote the work of hundreds of photographers through our own unique programming and exhibitions, and in partnership with various galleries and museums, organizations and corporations. MOPLA's vision includes growing the celebration of the photographic image alongside other festivals, such as FotoFest Houston and Contact Photo in Canada, whose Executive Director, Darcy Killeen, acts as our Special Advisor.

About the Organizers

MOPLA's co-founders are Hossein Farmani and Cat Jimenez, Founder and Executive Director of the Lucie Foundation, respectively. The Lucie Foundation is responsible for presenting the annual Lucie Awards - the photography industry's answer to the Oscars and the Grammys. Now in its ninth year, the Lucie Awards (held at New York's Lincoln Center) has become a permanent part of the vernacular of photography communities worldwide. The Foundation also offers year round programming which includes a Scholarship program providing two cash grants totaling \$7,500.00, a mentoring program, E-pprentice, and SNAPSHOT! a high school program designed to help shape the minds of future image-makers.

The Lucie Foundation's three-tiered mission is to:

- › Honor Master Photographers
- › Discover and Cultivate Emerging Talent
- › Celebrate the Appreciation of Photography Worldwide.

The introduction of MOPLA speaks to the core of the Foundation's mission. *The Lucie Foundation is a 501(c)3 charitable foundation.*

Previous partners, collaborators, and sponsors of MOPLA include: The Annenberg Space for Photography, Pacific Design Center, The Getty Center LA, Smashbox Studios, The ICON, APA-LA, Photo District News, The Los Angeles Times, Space 15Twenty, Zoom Magazine, Bergamot Station, Kodak, Flaunt, Pier 59 Studios, Santa Monica College, Mohawk Papers, Miracle Mile Artwalk, NELA Art, Samys Camera, Rose Gallery, Guy Hepner Gallery, Resource Magazine, and many others.

In 2010, MOPLA showcased and presented the work of 231 Photographers, 42 exhibitions, 32 events, 17 discussions at 54 venues.

EXHIBITIONS

MOPLA will showcase a variety of both emerging and established photographers.

Previous exhibitions include:



David Hume Kennerly
"If Only O.J. Had Called Me..."

Kennerly has been shooting on the front lines of history for more than 40 years. He has photographed eight wars, as many U.S. presidents, and he has traveled to dozens of countries along the way. At 25, the Roseburg, Oregon native won the 1972 Pulitzer Prize for his photos of the Vietnam War, and two years later was appointed President Gerald R. Ford's personal photographer. He has been presented with numerous other honors, among them the Overseas Press Club's Olivier Rebbot Award for "Best Photographic Reporting from Abroad," for his coverage of Reagan and Gorbachev's historic first summit meeting in Geneva. He was named, "One of the Most 100 Most Important People in Photography" by American Photo Magazine. Kennerly has been on the masthead of Time Magazine, John F. Kennedy, Jr's George magazine, Life Magazine, and was a contributing editor for Newsweek magazine for ten years. He has more than 50 major magazine covers to his credit. He has published several books of his work, Shooter, Photo Op, Seinoff: The Final Days of Seinfeld, Photo du Jour, and Extraordinary Circumstances: The Presidency of Gerald R. Ford. Most recently he produced Barack Obama: The Official Barack Obama Inaugural Book, with Bob McNeely, who was President Clinton's official White House photographer.

April 3, 2010 | Location: Bergamot Station

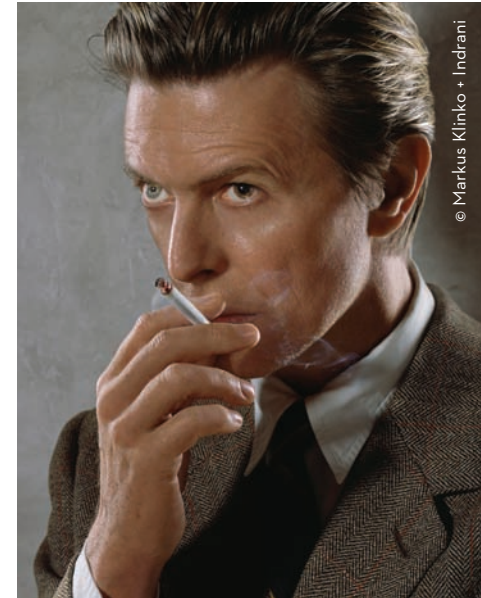


Pieter Hugo
"Nollywood"

Pieter Hugo's series Nollywood portrays archetypal characters from the third-largest film industry in the world, "Nollywood" in Nigeria. Nollywood films, with narratives rooted in local symbolic imagery, lean toward the macabre and melodramatic and are an example of self-representation in African culture. Using local actors to recreate scenes and characters inspired by the films, the artist produces intense portraits on the border between documentary and fiction.

Pieter Hugo received the 2008 Discovery Award at the Rencontres d'Arles Festival and the 2008 KLM Paul Huf Award. A book featuring work from the series Nollywood was published by Prestel in 2009. Hugo was born in South Africa in 1976 and currently lives near Cape Town. The exhibition runs from April 10 through May 22, 2010.

April 10, 2010 | Location: Shoshana Wayne Gallery



ICONS IS THE FIRST SOLO EXHIBITION by the celebrity and fashion photographers, **Markus Klinko and Indrani** who are the subject matter of a new BRAVO docu-series entitled Double Exposure airing in January 2010. 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

April 21, 2010 | Pacific Design Center



TIM MANTOANI - BEHIND PHOTOGRAPHS PROJECT - ARCHIVING PHOTOGRAPHIC LEGENDS.

Tim Mantoani has been shooting the legends of Photography on 20 x 24 polaroid film since 2006 with SAID legend posing with one of their most ICONIC images. He's photographed over 150 individuals and MOPLA will be showcasing a specific sampling of this tremendous project. Our version of the Behind Photographs will feature master shooters such as Julius Schulman, Lauren Greenfield, Douglas Kirkland and many others based in Los Angeles.

April 7, 2010 | Pacific Design Center

Eliza French & Jeff Charbonneau
"Playground"

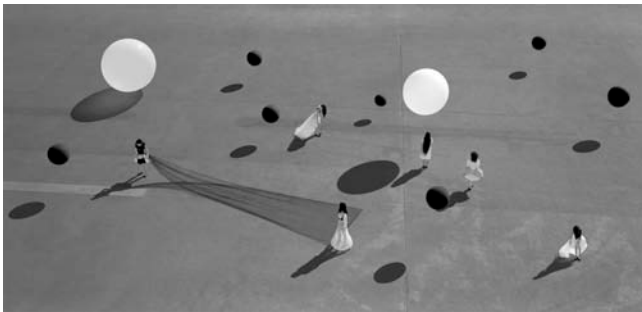
Jeff Charbonneau and Eliza French have been working together since 2004, when a mutual interest in the photographic medium brought them together. Their performance-based images are created through a partnership from conception to finish, and have been exhibited in group shows and international art fairs since 2006. The artists are currently represented by Robert Berman Gallery at Bergamot Station, Santa Monica. They both live and work in Los Angeles. April 3, 2010 Location: Bergamot Station



PHOTO DISTRICT NEWS (PDN)
EMERGING 30 - 2009

Photo District News magazine publishes their annual issue about 30 new and emerging photographers to watch. This exhibition will showcase the work of those 30 up-and-coming photographers. These photographers were announced in the March 2009 issue.

April 7, 2010 | Pacific Design Center

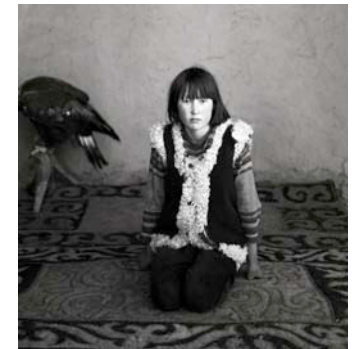


John Delaney
Golden Eagle Hunters of Mongolia

Nobody knows exactly when man tamed the Golden Eagle of Central Asia. Herodotus refers to nomadic eagle hunters in 5th Century B.C. Genghis Khan is said to have had over 5,000 "eagle riders" in his personal guard. We do know that since the 15th Century, nomadic Kazakh tribes on horseback with Golden Eagles have roamed freely across the borders of what is today Russia, China, Kazakhstan and Western Mongolia. History has also shown these legendary horsemen have long had their way of life threatened: the Bolshevik Revolution, Stalin's purges and China's Cultural Revolution drove roaming Kazakhs to the mountains and valleys of Mongolia, where they found refuge and freedom to live as they have for centuries. But at the dawn of the 21st Century, the nomadic way of life is once again in danger of being eradicated. Globalization and the encroachment of the West is irreversibly changing the eagle riders' way of life. My ongoing project is documenting these remarkable people before their traditions are lost forever.

With classic large format B&W portraits, I've tried to capture their pride and nobility. In the mountains, on horseback, I shot medium format B&W and color film to document the hunt and the vast beauty of Mongolia.


April 7, 2010 | Pacific Design Center



DISCUSSIONS

MOPLA has designed programming that speaks to the seasoned every level of photographer, from the student and emerging to professional. A special series has also been created to inform and inspire both young and seasoned photography collectors.

Previous discussions include:



MONTH OF PHOTOGRAPHY LOS ANGELES COLLECTOR'S SERIES

FRESH DIALOGUES

BRANDING:

HOW TO STAND OUT FROM THE CROWD.

In this workshop, you will begin to gain an understanding of the popular yet sometimes elusive world of branding. This discussion will have a parallel structure: learning about people, product, and company brands while considering how to develop a brand of your own.

Sunday, April 25, 12pm – 1:30pm


Cost: Free with suggested \$5 donation to Focus on Aids. Bring your portfolio or 16 images, pen and paper.

Presented by Rhoni Epstein and Susan Baratz. | Sponsored by 

PIERS99STUDIOS 2415 Michigan Ave., Santa Monica, Ca 90404 www.freshfairs.com

FRESH DIALOGUES

EVERYTHING YOU NEED TO KNOW ABOUT SELF PUBLISHING.

Presented by 

Panelists include Baret Lepajan, Julia Dean, Astor Morgan, Wayne Schoenfeld, Zoe Wiseman, Michael Kirchoff and Barry Schwartz. Moderated by Rex Weiner.

Saturday, April 24, 11am – 12:30pm

Cost: \$10.00 General Public. \$5.00 Lucie Foundation Members and Students with Valid ID.

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FRESH DIALOGUES

A CONVERSATION ABOUT

BOOK COLLECTING

as led by

A PUBLISHER, A PHOTOGRAPHER AND A COLLECTOR.

Panelists include: Lance Spear of 21st Publishers of Fine Art Books and Jeff Dunas (Photographer and Collector).

Sunday, April 25, 2:30pm – 3:30pm

Cost: Free

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FRESH DIALOGUES

YOUNG COLLECTING YOUNG

DEMYSTIFYING THE DIGITAL PRINT AND COLLECTING EMERGING PHOTOGRAPHERS WORK.

Panelists include: Hossain Farmani - Collector, Lucie Awards Founder, Farmani Gallery, Jesper Tomsen - Gallery Owner and Shelley deSoto.

Sunday, April 25, 4pm – 5:30pm

Cost: Free

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FRESH DIALOGUES

© KNOW IT OR BLOW IT!

KNOWLEDGE IS POWER.

With image theft rampant, it is vitally important that you know the facts regarding copyright protection and how to effectively exercise your rights. Panelists include IP Attorneys Jessica Damsky and Ed Greenberg, PLUS CEO Jeff Sedak and Photographer Karen Krosauer for what promises to be an informative and entertaining program that will inspire and empower.

discussing the following:

- Registration: How to do it and why.
- What to do when your image has been infringed.
- How and when to choose an attorney.
- Appropriation – is it ever justified.
- Fair Use – When is it really fair?
- The Anti-Copyright Forces – who and why?
- Putting Copyright to work for you, and more...

Presented by APA and moderated by Debra Weiss.

Saturday, April 24, 4pm – 7pm

Cost: Free; however donations to the Lucie Foundation will be appreciated.

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FRESH DIALOGUES

30 PHOTOGRAPHERS. A MINUTE FOR AN IMAGE. GO!

PARTICIPATING PHOTOGRAPHERS GET ONE MINUTE TO TALK ABOUT ONE PHOTOGRAPH THAT HAS HAD LASTING IMPACT.

Organized and Presented by Mayjorie Orsiston and Micah Hebron.

Saturday, April 24, 2pm – 3:15pm

Cost: \$10.00 General Public. | \$5.00 Lucie Foundation Member and Students with Valid ID.

Proceeds benefit The Lucie Foundation's program SNAPSHOT! a one-day workshop for underserved Los Angeles High School Students.

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The Collectors Series featuring Book Collecting • Photo Collecting and Donating to Museums • Young Collecting Young and Cataloging and Managing Your Collection • Staying Alive • Looking at the Past to Build a Better Future • Gerd Ludwig - Canon Explorer of Light • The Synergy of Music and Pictures with B+, Herman Leonard and Anthony Bannon • The Singular Vision with Andrew Southam • The Big Picture with Art Streiber • Robert Farber - Canon Explorer of Light • Melvin Sokolsky - Canon Explorer of Light • Michael Grecco - Naked Ambition.



PROJECTIONS - PRO'JEKT LA

A series of outdoor projections throughout the city of Los Angeles featuring curated visuals and sounds.

EVENTS

MOPLA will present a variety of events during APRIL. Some of Lucie Foundation's original programming, and some programming in concert with our partners and organizations.

Highlights include:

MOPLA OPENING NITE

on Saturday, April 2, 2011. This event will be the official launch party for the Month of Photography Los Angeles.

The Lucie Foundation is excited and proud to launch the third annual Month of Photography Los Angeles. Join us for the Opening Night at Bergamot Station, Frank Pictures, Robert Berman Galleries and Rose Gallery host the first installment of Pro'jekt LA.

photography
in the creative work spaces
ON | PAUSE
of commercial production houses



2010 On | Pause featuring a retrospective of PrettyBird Photographers at PrettyBird.

Organized by
KENTcollective
music | sound design | sonic branding



2010 On | Pause featuring Mark Edward Harris and Dean Karr at S/W/A/Y/ Studios.

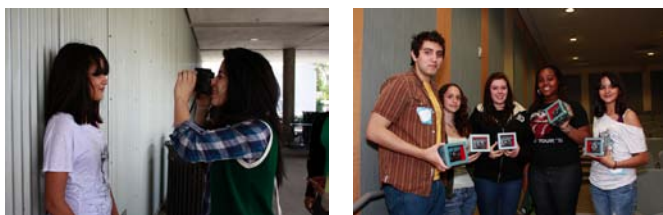


A juried portfolio review

Fresh Look features the photography industry's top creative minds and decision-makers made available to assist with critical and constructive feedback of photographic work.



2010 Fresh Look Portfolio Review participants



2010 Snapshot! participants



SnapShop! is currently a one-day event that connects high school students interested in photography with established photographers who can teach them the technical and aesthetic skills they need to create compelling photographic images.

SnapShop! serves youth who have limited or no access to photography programs and workshops. We have reached out to high schools in South Los Angeles, Watts, Mid-city, The Crenshaw District and the greater Los Angeles area.

In 2011, we aim to grow Snapshot! into a Four-Saturday program culminating in an exhibition of the students work.

PARTNERS

MOPLA's partners and sponsors for 2009 and 2010 have included:

OFFICIAL SPONSOR



OFFICIAL MEDIA PARTNER



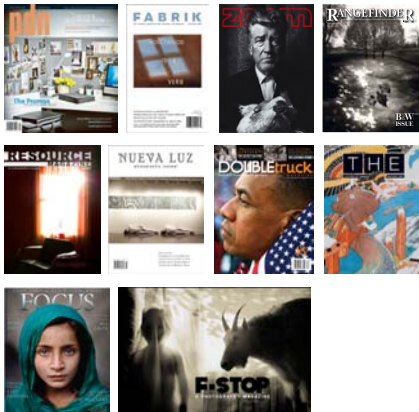
PRINTING PARTNER



PAPER PARTNER



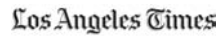
MEDIA PARTNERS



VENUE PARTNERS



PROGRAM PARTNERS



The J. Paul Getty Museum

CURATORIAL ASSISTANCE exhibitions + art services



GOOD TASTE | catering



PRODUCT PARTNER



PARTICIPATING GALLERIES

Robert Berman Gallery • Frank Pictures • DNJ Gallery • Clark | Oshin Gallery at The Icon • The Loft at Liz's • Shoshana Wayne Gallery • Voila! Art for the Modern Eye • THIS • Rose Gallery • Guy Hepner • d.e.n. Contemporary • MorYork Gallery • DRKRM/ Gallery • Mochilla • Kristi Engle Gallery.

MOPLA IS LOOKING FOR A DIVERSE RANGE OF SPONSORS AND MEDIA PARTNERS THAT ARE INTERESTED IN REACHING A TARGETED MARKET OF PROFESSIONAL PHOTOGRAPHERS, PROFESSIONAL CONSUMER PHOTOGRAPHERS, EMERGING PROFESSIONALS, PHOTOGRAPHY COLLECTORS AND ENTHUSIASTS.

As a sponsor, your company will gain exposure and recognition through our extensive marketing and PR plan, which includes social networking through Twitter and Facebook, electronic newsletters, printed materials, a catalogue and on-site branding.

TITLE SPONSOR \$25,000.00

- › Month of Photography Los Angeles presented by (Your Company) in all mentions, print, electronic, radio and video broadcast.
- › Logo on cover of Catalogue and Back Cover Full Page Advertisement
- › Opportunity to have on-site brand presence at every MOPLA produced event.
- › Prominent Signage at Opening Night Event (April 2) and Official Closing Week (April 25 - May 1)
- › Opportunity to market directly to the Lucie Foundation, Lucie Awards and International
- › Photography Awards database (53,000 photographers worldwide).
- › Opportunity for customized programming or events during MOPLA
- › Full Page Welcome Letter in the beginning of the Catalogue.
- › Social Marketing opportunities through Twitter and Facebook

OFFICIAL SPONSORS

\$10,000.00

- › Sponsorship packages can be tailored to suit your brands' needs.

WHY SPONSOR MONTH OF PHOTOGRAPHY LOS ANGELES AND THE LUCIE FOUNDATION?

Associate your brand with a highly accessible and contemporary art event, and a non-profit charitable foundation whose mission is to champion photography.

Communicate with the local demographic and with visitors: an affluent, sophisticated and creative audience.

Benefit from an extensive marketing and PR campaign, which is an effective way to put a company in front of not only festival visitors but thousands more.

Bring your brand to life and sample to a captive audience.

Support the visual arts and emerging artists.

Generate potential brand enthusiasts and loyalists.

For more information, please contact
info@luciefoundation.org