

To Be Published or Self-Publish? Options for Artists Today

Photobook Resource Guide

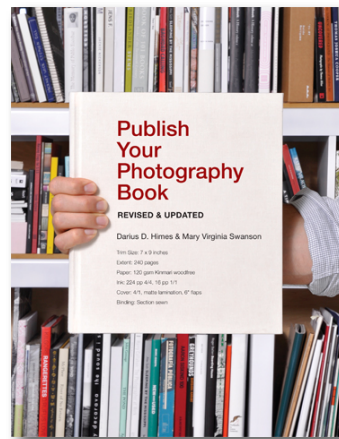
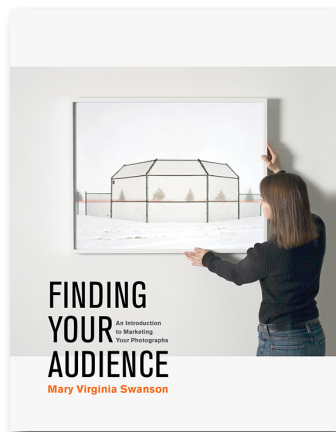
Mary Virginia Swanson

– Presented at PhotoPlus Expo, Javits Center NYC, October 31, 2014 –

Photobook Resource Guide

I am pleased to share this special handout with you, highlighting many of the major points I discussed during my lecture. The decision to seek a traditional publisher for your work, or to embark on a self-publishing path is one not to be made quickly. I encourage you to conduct extensive research, looking hard at what tasks you would be responsible for in both scenarios. Remember that when being published, you typically have a full team of professionals working on your behalf, and if for whatever reason you are choosing to self-publish (control of design and marketing, among other possible reasons), you will either go it alone or may need to hire freelance editors, designers, production managers and PR professionals to create the best book possible. I hope that you have the right book at the right time that can make a difference in your career!

- Mary Virginia Swanson



(L) **FORTHCOMING:** *Finding Your Audience: An Introduction to Marketing Your Photographs*
(R) *Publish Your Photography Book, Revised & Updated*, 2nd edition (Princeton Architectural Press, 2014, Swanson & D. Himes)

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Photobook Blogs & Resources

This section of the Resource Guide is a growing interest to many photographers. Please note that many of these websites have gathered exceptional resource within.

ABC Artist' Book Coop – abcoop.tumblr.com

Hol Art Books Blog – holartbooks.com

Greg Albers of Hol Art Books gave a talk at the Phoenix Art Museum, Where E-Books and PhotoBooks Meet, you can download the talk as an ebook here: holartbooks.com/notebook/2012/8/16/where-e-books-and-photobooks-meet.html

The Independent Photobook – theindependentphotobook.blogspot.com

Indie Photobook Library, founded by Larissa LeClair – indiephotobooklibrary.org

Little Brown Mushroom Blog – littlebrownmushroom/blog.com

LBM has an extensive list of photo book publisher, distributors, booksellers (US, Europe, Japan), and blogs to large to be duplicated here.

The PhotoBook Blog by Douglas Stockdale – thephotobook.wordpress.com

photo-eye blog – blog.photoeye.com

Self Publish Be Happy – selfpublishbehappy.com

Publish Your Photography Book – publishyourphotographybook.com

Richard Benson, The Printed Picture Lecture at MoMA: The Indigo Printer – benson.readandnote.com/videos/indigo-printer

Photography & Photobook Fairs

Annual events unless otherwise noted

January - February - March

LA Art Book Fair
Los Angeles, California – laartbookfair.org

Photo L.A.
Los Angeles, California – photola.com

Classic Photographs Los Angeles
Los Angeles, California – classicphotographsla.com

April - May - June

The AIPAD Photography Show
New York, New York – aipad.com

Paris Photo Los Angeles
Los Angeles, California – losangeles.parisphoto.com

PGH Photo Fair
Pittsburgh, Pennsylvania – pghphotofair.com

July - August - September

New York Art Book Fair
Queens, New York – nyartbookfair.org

October - November - December

Paris Photo
Paris, France – paris-photo.fr

Editions and Artists Book Fair
New York, New York – eabfair.org

Photobook Competitions

5th Annual International Book Awards – internationalbookawards.com

CDS/Honickman First Book Prize in Photography (biennial) – firstbookprizephoto.com

Dummy Award & International Photobook Award – fotobookfestival.org

European Publishers Award for Photography – europhotobookaward.eu

George Wittenborn Award – arlisna.org

Hong Kong Photo Book Awards – photobookawards.hk

Paris Photo | Aperture Foundation Photobook Awards – aperture.org/photobookawards

PhotoEspaña Best Photography Book of the Year – phe.es

Photolucida's Critical Mass – photolucida.org

Photo District News (PDN) Photo Annual – pdnphotoannual.com

Photobook & Artists' Book Education

The Book Arts Web – philobiblon.com

The Book Arts Web is an excellent resource for all things artists' books. They also have an extensive list of places for Book Arts Education. Several of the sites listed below can be found there as well as many more – philobiblon.com/programs.shtml.

Visual Studies Workshop (education and residencies) – vsw.org

Women's Studio Workshop (education and residencies) – wsworkshop.org

Many cities have non-profit centers for book arts; be sure to check your local listings. Below is a short list of regional offerings:

The Center for Book Arts (NYC) – centerforbookarts.org

Interdisciplinary Arts and Center for Book & Paper Arts at Columbia College Chicago – colum.edu/Academics/Interarts/index.php

Minnesota Center for Book Arts (Minneapolis) – mnbookarts.org

San Diego Book Arts – sandiegobookarts.com

San Francisco Center for the Book – sfcbook.org

Books of Note

1,000 Artists' Books: Exploring the Book as Art

By Sandra Salamony and Peter and Donna Thomas, Quarry Books, 2012.

How to Make Books: Fold, Cut, & Stitch Your Way to a One-of-a-Kind Book!

By Esther K Smith, Potter Craft, a division of Random house, 2007.

Indie Publishing: How to Design and Produce Your Own Book

By Ellen Lupton, Princeton Architectural Press, 2008.

Photography and the Artist's Book

Edited by Theresa Wilkie, Jonathan Carson, and Rosie Miller. MuseumEtc, 2012.

The Printed Picture

By Richard Benson, Museum of Modern Art, 2008.

Publish Your Photography Book: Revised & Updated

By Darius Himes and Mary Virginia Swanson. Princeton Architectural Press, 2nd ed. 2014.

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students

By Ellen Lupton, Princeton Architectural Press, , 2nd ed. 2010.

Selected Print-on-Demand Sources for Photo Books & Zines

A & I Books – aandi.com

Apple iPhoto Books – apple.com/ilife/iphoto/print-products.html

Asuka Book – asukabook.com

Blurb – blurb.com

Conveyor Arts – conveyorarts.org

Edition One Books – editiononebooks.com

Lulu – lulu.com

MagCloud (Acquired by Blurb, spring 2014) – magcloud.com

Moleskine – moleskine.milkbooks.com

Paper Chase Printing – paperchase.net

Picto Books – pictobooks.com

Pikto (Canada) – pikto.ca

About MVS

Mary Virginia Swanson is an innovator, educator, author, advisor and entrepreneur in the field of photography. During her career she has coordinated educational, exhibition and publication programs for a wide range of institutions and organizations. Her seminars, workshops and lectures on trends and opportunities in photography have aided countless photographers in moving their careers to the next level.

Ms. Swanson is widely respected for her innovative teachings on making and marketing art. She received the Lifetime Achievement FOCUS Award from the Griffin Museum in 2013, the Susan Carr Award for Education from ASMP in 2014 and has been named the 2015 Honored Educator by the Society for Photographic Education.

Ms. Swanson coauthored with Darius Himes, *Publish Your Photography Book*, now in its second edition (Princeton Architectural Press, 2014). Her forthcoming title *Finding Your Audience: An Introduction to Marketing Your Photographs* will be released in spring of 2015. Today she is a sought-after speaker, advisor, juror and portfolio reviewer. Swanson is a valued member of the Board of Advisors of the New Orleans Photography Alliance, bringing mentoring and educational programming to its annual PhotoNOLA New Orleans Festival of Photography.

Swanson maintains a popular blog on opportunities for photographer, *Marketing Photos* which can be found on her website mvswanson.com. She is based in Tucson, Arizona and New York City.

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assistant@mvswanson.com.

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