

SELF-PUBLISHING RESOURCES

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ABOUT MARY VIRGINIA SWANSON

*Mary Virginia Swanson is an author, educator and advisor who helps artists find the strength in their work identify appreciative audiences and present their work in an informed, professional manner. Swanson co-authored with Darius Himes the acclaimed *Publish Your Photography Book: Revised & Updated* (2014) and continues to stay current on the growing market for photobooks, reflecting both the relative ease of self-publishing and the rise of the collectible photobook market.*

*From concept to design and from production to promotion, *Publish Your Photography Book, Revised & Updated*, is the go-to resource for anyone in the process of publishing or self-publishing a photobook.*

CUSTOM DIGITAL AND OFFSET PRODUCERS

One of the most exciting developments in self-publishing is the increasing presence of ‘custom’ publishers, those that utilize a range of printing technologies for your publishing project (some, like Conveyor, combine historic printing/binding capabilities with their in-house HP Indigo digital press). For special small run titles, or placing a special cover on limited edition copies, consider what a custom publisher can produce for you. - MVS

Book Dummy Press, New York, New York – bookdummypress.com

Brilliant Graphics, Exton, Pennsylvania – brilliant-graphics.com

Conveyor Arts, Jersey City, New Jersey – conveyoreditions.com

Edition One, Berkeley, California – editiononebooks.com

Horse & Buggy Press, Durham, North Carolina – www.horseandbuggypress.com

Paper Chase Los Angeles, California – shop.paperchasepress.com

Shapco Printing, Minneapolis, Minnesota (full-service commercial printing house) – shapco.com

NEWSPRINT PRODUCERS

If your project warrants visibility to a wide audience at an affordable price, consider newsprint (ala Louie Palu’s CONCEPT NEWSPAPERS – all four were produced at Linco, as well as the newsprint piece included in his recent Yaffo title FRONT TOWARDS ENEMY (2017). - MVS

Linco Printing, Long Island City, New York – lincoprinting.com

SELECTED PRINT-ON-DEMAND SOURCES FOR PHOTO BOOKS & ZINES

I encourage every photographer to ‘test’ their edit/sequence their work by sending that layout to a print-on-demand producer to view single copies as they are closer to final decisions. Whether you then step of to a custom producer to keep this initial print-on-demand version your promotional piece, this can be an extremely valuable exercise. MagCloud is my personal favorite first step towards publication (\$.20/page). I know many artists who build on that first title, updating resume and installation views as their work is more broadly recognized, so that their printed promotional piece stays current. It is a perfect way to produce an impressive exhibition proposal or other such accompanying document. With the ease of producing a single copy of your work in book layout through MagCloud (my personal favorite first-step

A & I Books – aandi.com

Apple iPhoto Books – apple.com/macOS/print-products

Artifact Uprising – artifactuprising.com/photo-books

Asuka Book – asukabook.com

Blurb – blurb.com

Lulu – lulu.com

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

Moleskine – moleskine.milkbooks.com

Picto Books – pictobooks.com

Pikto (Canada) – pikto.ca

PHOTOBOOK BLOGS & RESOURCES

This section is constantly evolving, and is of growing interest to the photobook community. Please note that many of these websites have gathered exceptional resource within. – MVS

ABC Artist' Book Coop – abcoop.tumblr.com

Bint photoBooks on INternet – bintphotobooks.blogspot.co.at

Claxton/Projects – claxtonprojects.com

FlakPhoto Book List – medium.com/flakphoto-projects

The Independent Photobook – theindependentphotobook.blogspot.com

Indie Photobook Library – indiephotobooklibrary.org

Founded by Larissa LeClair, now housed at Yale's Beinecke Library.

Josef Chladek "On Photobooks and Books" – josefchladek.com

Little Brown Mushroom Blog – littlebrownmushroom.com/resources

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

Photograph Magazine, "Photo Books" Column by Vince Aletti – photographmag.com/?s=photo+books

Phot(o)lia – photolia.tumblr.com

Richard Benson, The Printed Picture Lecture at MoMA: The Indigo Printer – printedpicture.artgallery.yale.edu/videos/indigo-printer

Self Publish Be Happy – selfpublishbehappy.com

SELECTED U.S. PHOTOGRAPHY AND PHOTOBOOK FAIRS

Collecting photography books, be they in the form of artist's books, limited editions or other small-run titles, is on the rise, as evidence by the increasing presence of photobooks within the traditional art fairs. (Annual events unless otherwise noted; those with a primary focus on photobooks are reflected in the title of the fair. - MVS

**Individual artists may apply to be a vendor at these fairs, consider investing in a booth at one of these photobook fairs to sell your title direct to the public.*

JANUARY – FEBRUARY – MARCH

Art on Paper, New York, New York – thepaperfair.com/ny

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

CODEX International Book Fair & Symposium* (biennial, odd years), Richmond, California – codexfoundation.org

PHOTOFAIRS San Francisco, San Francisco, California – photofairs.org/san-francisco

Printed Matter's Los Angeles Art Book Fair*, Los Angeles, California – laartbookfair.net

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

APRIL – MAY – JUNE

The AIPAD Photography Show (now has photo book section*) New York, New York – aipad.com

Head-On Photo Festival, Sydney, Australia – headon.com.au

Fotobook Festival Kassel, Kassel, Germany – fotobookfestival.org

PGH Photo Fair, Pittsburgh, Pennsylvania – pghphotofair.com

Strong presence of photobooks due to Spaces Corners, a great independent bookstore based in Pittsburgh.

JULY – AUGUST – SEPTEMBER

BOUND Artbook and Photobook Fair, Cleveland, Ohio - mocacleveland.org/bound-art-book-zine-fair

LES Fotobook Fair, New York, New York - cargocollective.com/lesbookfair

Printed Matter's New York Art Book Fair*, Queens, New York – nyartbookfair.org

SF Art Book Fair, San Francisco, California - <https://sfartbookfair.com>

OCTOBER – NOVEMBER – DECEMBER

Atlanta Celebrates Photography Photobook Fair, Atlanta, Georgia - acpinfo.org/programs/photobook_fair.html

Click! Festival of Photography Photobook Exhibition, Durham, North Carolina - clickphotofest.org/call-for-entries/photo-book-exhibition/

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

Fine Art Print Fair (IFPDA), New York, New York – printfair.com

Photo Independent*, Los Angeles, California – photoindependent.com

PhotoLUX Festival, Lucca, Italy – photoluxfestival.it/en/photolux/

LISTS TO DISCOVER INTERNATIONAL PHOTOGRAPHY AND PHOTOBOOK FAIRS

There are many photography festivals across the globe. Use these resources to discover them.

Art Collecting – art-collecting.com/artfairs.htm

Art Forum Guide to Art Fairs – artforum.com/guide

The Curatorship – thecuratorship.wordpress.com

Festival of Light – festivaloflight.net

Lenscratch – lenscratch.com/resources

For additional Photobook Festival references see:

“Appendix IX: Publishing Industry Events, Photobook Festivals, and Awards” (pg. 232) from *Publish Your Photography Book* by Darius Himes and Mary Virginia Swanson (Princeton Architectural Press, updated and revised 2014)

PUBLISHING INDUSTRY OPPORTUNITIES & AWARDS

If your title has a broad subject (i.e. not a monograph or exhibition catalogue), bringing your book to the attention of a broader audience than photography books can help with sales. Look to the publishing industry at large for awards for these opportunities, “New Title Showcase” and more. - MVS

The Reimagined Book Expo, The annual publishing industry conference has a section called “NEW TITLE SHOWCASE” – bookexpoamerica.com/Exhibit/New-Title-Showcase

From the BEA website: “The Reimagined New Title Showcase at BookExpo/BookCon is the #1 place to launch your new print or ebook title. Created in partnership with Combined Book Exhibit (CBE), the New Title Showcase provides a prominent venue to launch your new titles and put your books in the hands of booksellers, librarians, distributors, the media and consumers. This highly-trafficked location is the hub for visitors to see what is new in the industry.”

International Book Awards sponsored by American Book Fest – internationalbookawards.com

George Wittenborn Memorial Book Award for Art Publications – arlisna.org

Next Generation Indy Book Awards - www.indiebookawards.com

PHOTOBOOK COMPETITIONS

As collecting is on the rise, so are the opportunities to submit your books to competitions. Listed below are calls for photobook dummys, 'first books' and Books of the Year. Whether you win the top prize or not, getting your work in front of key individuals / publishers in the photobook community, can bring awareness to your project and its publication in the long run. - MVS

Click! Festival of Photography Photobook Competition - clickphotofest.org/call-for-entries/photo-book-exhibition/

Cortona On The Move Photo Festival's Photo Book Prize (Italy) – cortonaonthemove.com/en/open-calls/photobook-prize/

Fiebre Photobook Dummy Award co-sponsored by Artes Graficas Palermo – fiebrephotobook.com/dummy-award

Images Vevey Book Award (Switzerland) – images.ch/en

Kassel Dummy Award (Germany) – fotobookfestival.org

La Fabrica (Madrid) and Photo London Book Dummy Award – lafabrica.com/bookdummyaward/index-en.html

Landskrona Foto Dummy Award - landskronafoto.org/en/dummy-award-2017/

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

Photo Book Melbourne Photobook Award – photobookmelbourne.org

PhotoEspaña Best Photography Book of the Year (Madrid) – phe.es

Photo Independent Photobook Competition (Los Angeles) – photoindependent.com/photobook

Photolucida's Critical Mass (Top award: Book Prize) – photolucida.org

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

Unseen Dummy Award (Amsterdam) - unseenamsterdam.com

PHOTOBOOK & ARTISTS' BOOK EDUCATION

The range of opportunities for photobook education is on the rise, as well as increasing cross-over between the artist's book and photobook communities (see the College Book Art Association (CBAA) 2019 conference information below). Look to your local community for photobook and artist's book groups and their competitions / activities, and offerings from regional / national not-for-profit photography organizations. We are seeing an increasing presence of book arts workshops at programs like Anderson Ranch, Santa Fe Workshops and Maine Media, as well as small publishers such as Radius Books (Santa Fe) offering special classes with book makers; be sure to join all these mailing lists for current offerings. – MVS

Aperture Foundation (NYC) – aperture.org/workshops-classes

MVS Upcoming Aperture Workshop "Beyond Print: The Life of your Photobook Beyond Publication" May 19-20, 2018 – aperture.org/workshops-classes/swanson-2018

The Book Arts Web – philobiblon.com

The Book Arts Web – philobiblon.com/programs.shtml

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

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

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

San Diego Book Arts – sandiegobookarts.com

San Francisco Center for the Book – sfcbook.org

Visual Studies Workshop – vsw.org

VSW offers: education, residencies, Photo-Bookworks symposium and Summer Institute Workshops.

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

Note: Many cities have non-profit centers for book arts; be sure to check your local listings.

UPCOMING CONFERENCE:

College Book Arts Association's 2019 Conference – collegebookart.org/event-2421264

Hosted by the University of Arizona (Tucson) JANUARY 4 – 6, 2019

Featured speaker: Cristina de Middel

BOOKS OF NOTE

This is a broad list of available titles, again blending artist's books and photobook forms. - MVS

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.

Understanding Photobooks: The Form and Content of the Photographic Book

By Jörg M. Colberg, Focal Press, 2016.

Self Publish Be Happy: A DIY Photobook Manual and Manifesto

By Bruno Ceschel, Self Publish Be Happy and Aperture, 2015.

INDEPENDENT BOOK STORES THAT CARRY SELF-PUBLISHED PHOTOBOOKS

Below is an ever-evolving list of venues that will consign titles for sale. Remember too that many art organizations, larger art bookstores and museum gift shops will also provide opportunities for self-publishers and independent publishers to sell their titles. I encourage starting your search for distributors with local research. - MVS

Ampersand Gallery & Fine Books, Portland, Oregon – ampersandgallerypdx.com

Arcana Books on the Arts, Los Angeles California – arcanabooks.com

Book Dummy Press, New, New York – bookdummypress.com

Vincent Borelli, Albuquerque, New Mexico – vincentborrelli.com

Dashwood Books, New York, New York – dashwoodbooks.com

Harper's Books, East Hampton and NYC, New York – harpersbooks.com

photo-eye, Santa Fe, New Mexico – photoeye.com

Spaces Corners, Pittsburgh, Pennsylvania – spacescorners.com

Strand Book Store, New York, New York – strandbooks.com

The art book distributor D.A.P. has a section on their website that lists the stores that carry a selection of their titles. Many of these venues have enhanced inventory offerings and may provide opportunity for self-published and small press titles. - MVS

D.A.P. | Distributed Art Publishers – artbook.com/stores.html

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