

# **To Be Published or Self-Publish?**

Photobook Resource Guide

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## 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*, 2<sup>nd</sup> 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](http://abcoop.tumblr.com)

Bint photoBooks on INternet – [bintphotobooks.blogspot.co.at](http://bintphotobooks.blogspot.co.at)

Claxton/Projects – [claxtonprojects.com](http://claxtonprojects.com)

The Independent Photobook – [theindependentphotobook.blogspot.com](http://theindependentphotobook.blogspot.com)

Indie Photobook Library, founded by Larissa LeClair – [indiephotobooklibrary.org](http://indiephotobooklibrary.org)

Josef Chladek "On Photobooks and Books" – [josefchladek.com](http://josefchladek.com)

Little Brown Mushroom Blog – [littlebrownmushroom.com/resources](http://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](http://thephotobook.wordpress.com)

photo-eye blog – [blog.photoeye.com](http://blog.photoeye.com)

Photograph Magazine, "Photo Books" Column by Vince Aletti – [photographmag.com/?s=photo+books](http://photographmag.com/?s=photo+books)

Phot(o)lia – [photolia.tumblr.com](http://photolia.tumblr.com)

Publish Your Photography Book – [publishyourphotographybook.com](http://publishyourphotographybook.com)

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

Self Publish Be Happy – [selfpublishbehappy.com](http://selfpublishbehappy.com)

## Photography & Photobook Fairs

*Annual events unless otherwise noted*

### January - February - March

LA Art Book Fair  
Los Angeles, California – [laartbookfair.org](http://laartbookfair.org)

PhotoFairs San Francisco  
San Francisco, California – [photosanfrancisco.org](http://photosanfrancisco.org)

Photo L.A.  
Los Angeles, California – [photola.com](http://photola.com)

Classic Photographs Los Angeles  
Los Angeles, California – [classicphotographsla.com](http://classicphotographsla.com)

### April - May - June

The AIPAD Photography Show  
New York, New York – [aipad.com](http://aipad.com)

Photo Independent  
Hollywood, California – <http://photoindependent.com>

PGH Photo Fair  
Pittsburgh, Pennsylvania – [pghphotofair.com](http://pghphotofair.com)

Photo London  
London, England – [photolondon.org](http://photolondon.org)

### July - August - September

Independent Art Book Fair  
Brooklyn, New York – [independentartbookfair.com](http://independentartbookfair.com)

New York Art Book Fair  
Queens, New York – [nyartbookfair.org](http://nyartbookfair.org)

SF Art Book Fair  
San Francisco, California – [sfartbookfair.com](http://sfartbookfair.com)

## October - November - December

Paris Photo  
Paris, France – [paris-photo.fr](http://paris-photo.fr)

Photobook Week  
Aarhus, Denmark – <http://photobookweek.org>

Editions and Artists Book Fair  
New York, New York – [eabfair.org](http://eabfair.org)

## **Photobook Competitions**

5th Annual International Book Awards – [internationalbookawards.com](http://internationalbookawards.com)

CDS/Honickman First Book Prize in Photography (biennial) – [firstbookprizephoto.com](http://firstbookprizephoto.com)

Dummy Award & International Photobook Award – [fotobookfestival.org](http://fotobookfestival.org)

European Publishers Award for Photography – [europhotobookaward.eu](http://europhotobookaward.eu)

George Wittenborn Award – [arlisna.org](http://arlisna.org)

Hong Kong Photo Book Awards – [photobookawards.hk](http://photobookawards.hk)

Paris Photo | Aperture Foundation Photobook Awards – [aperture.org/photobookawards](http://aperture.org/photobookawards)

Photo Book Melbourne Photobook Award – [photobookmelbourne.org](http://photobookmelbourne.org)

PhotoEspaña Best Photography Book of the Year – [phe.es](http://phe.es)

Photo Independent Photobook Competition – [photoindependent.com/photobook-competition](http://photoindependent.com/photobook-competition)

Photolucida's Critical Mass – [photolucida.org](http://photolucida.org)

Photo District News (PDN) Photo Annual – [pdnphotoannual.com](http://pdnphotoannual.com)

## Photobook & Artists' Book Education

Aperture Foundation (NYC) – [aperture.org/workshops-classes](http://aperture.org/workshops-classes)

The Book Arts Web – [philobiblon.com](http://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](http://philobiblon.com/programs.shtml).*

The Center for Book Arts (NYC) – [centerforbookarts.org](http://centerforbookarts.org)

The Center for Photography at Woodstock (NY) – [cpw.org](http://cpw.org)

Interdisciplinary Arts and Center for Book & Paper Arts at Columbia College Chicago – [colum.edu/Academics/Interarts/index.php](http://colum.edu/Academics/Interarts/index.php)

Minnesota Center for Book Arts (Minneapolis) – [mnbookarts.org](http://mnbookarts.org)

San Diego Book Arts – [sandiegobookarts.com](http://sandiegobookarts.com)

San Francisco Center for the Book – [sfcbook.org](http://sfcbook.org)

Visual Studies Workshop (education and residencies) – [vsw.org](http://vsw.org)

Women's Studio Workshop (education and residencies) – [wsworkshop.org](http://wsworkshop.org)

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

## 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](http://aandi.com)

Apple iPhoto Books – [apple.com/ilife/iphoto/print-products.html](http://apple.com/ilife/iphoto/print-products.html)

Asuka Book – [asukabook.com](http://asukabook.com)

Blurb – [blurb.com](http://blurb.com)

Conveyor Arts – [conveyorarts.org](http://conveyorarts.org)

Edition One Books – [editiononebooks.com](http://editiononebooks.com)

Lulu – [lulu.com](http://lulu.com)

MagCloud (Acquired by Blurb, spring 2014) – [magcloud.com](http://magcloud.com)

Moleskine – [moleskine.milkbooks.com](http://moleskine.milkbooks.com)

Paper Chase Printing – [paperchase.net](http://paperchase.net)

Picto Books – [pictobooks.com](http://pictobooks.com)

Pikto (Canada) – [pikto.ca](http://pikto.ca)

## About MVS

Mary Virginia Swanson is an author and educator who helps artists find the strengths in their work, identify appreciative audiences and present their work in an informed, professional manner. Her seminars and lectures on marketing opportunities have proven to aid photographers in moving their careers to the next level.

Swanson served as the Executive Director of the 2016 LOOK3 Festival of the Photograph in Charlottesville, Virginia. She is the recipient of the 2015 Honored Educator from the Society for Photographic Education, the 2013 Lifetime Achievement FOCUS Award from the Griffin Museum of Photograph and the 2014 Susan Carr Award for Education from the American Society for Media Photographers (ASMP).

She co-authored with Darius Himes the acclaimed *Publish Your Photography Book: Revised & Updated* (2014). Her current book project is *Finding Your Audience: An Introduction to Marketing Your Photographs* (2017).” Mary Virginia’s web site is [www.mvswanson.com](http://www.mvswanson.com) Instagram feed is @maryvirginiaswanson and LOOK3 Festival can be found at [www.look3.org](http://www.look3.org).

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