

PUBLISH YOUR PHOTOGRAPHY BOOK

with Mary Virginia Swanson & Darius D. Himes joined by Special Guests

Core Lecture 2: To Self-Publish (May 13, 2023)

Resource Document - Part 1

Mary Virginia Swanson, Darius Himes and Special Guest Thomas Maddrey (ASMP)

Thomas Maddrey, Chief Legal Officer & Head of National Content and Education, ASMP (American Society of Media Photographers), established 1944, membership organization: www.asmp.org

Thomas' email: legal@asmp.org

ASMP Legal + Business Clinic <https://www.asmp.org/academy/legal-business-clinic/> as well as the ASMP Academy: <https://www.asmp.org/academy/> are among the many benefits of membership.

Topics Thomas discussed:

Copyright Basics

<https://www.asmp.org/academy/the-asmp-core-copyright-curriculum/copyright-focus/#basics>

- The Most Important Rule of Copyright
- Exclusive Rights
- Your Copyright vs Your Publisher's Copyright

Contract Fundamentals

- What is a Contract
- The three Parts of a Contract
- Why You Will (Likely) Not Get Everything You Want

Fair Use, Rights of Publicity and more

- An "Affirmative Defense" to Copyright Infringement
- The Four Factors: <https://copyright.columbia.edu/basics/fair-use.html>
 - 1) The Purpose and Character of the Use
 - 2) The Nature of the Copyrighted Work
 - 3) The Amount of Substantiality of the Portion Used
 - 4) The Effect of the Use on the Potential Market for or Value of the Work

Rights of Publicity & Privacy

- State Law vs. Federal Law
- Expectations of Privacy
- When does an Image become "Commercial" (when used as "advertising: gallery announcements, etc.)

Mentioned during Thomas' presentation, in order:

Summary of the Berne Convention for the Protection of Literary and Artistic Works (1886)

https://www.wipo.int/treaties/en/ip/berne/summary_berne.html

US Supreme Court to Hear Warhol Foundation vs Goldsmith Appeal (regarding Warhol use of Prince photography by Lynn Goldsmith)

"This case will be an important new analysis of "fair use" as it relates to the visual arts after the recent Supreme Court case of Google v. Oracle."

<https://www.asmp.org/legal/us-supreme-court-to-hear-warhol-v-goldsmith-appeal/>

The model release App that Thomas himself uses:
Easy Release by ApplicationGap LLC Release

On the photographs of murals on "5Pointz" Complex Graffiti Art case in NYC

<https://www.nytimes.com/2020/10/06/nyregion/graffiti-artists-5pointz.html>

On the recent ruling against Richard Prince re: his Instagram posts

<https://www.nytimes.com/2013/04/26/arts/design/appeals-court-ruling-favors-richard-prince-in-copyright-case.html>

END of Thomas Maddrey's Presentation / Q&A

Darius Himes: "Literary vs. Illustrated Book Publishing: The Financial Aspects"

Darius provided insights into the business model of publishing and distributing illustrated books, collaborating with your publisher on marketing efforts

Quote: "To (make a living), you must think of your work as a business. Your books are your products, and your readers are your customers – and books don't sell themselves" by Kristen Kieffer from the Well Storied Podcast and Blog www.well-storied.com

MVS on Ken Rosenthal's successful Kickstarter Campaign, and why he achieved more than double the amount he was seeking for his publication project *Photographs 2001 - 2009*.

Ken Rosenthal
www.kenrosenthal.com
Instagram: @kenrosenthal

Kickstarter has valuable "Creator Resources" for those considering launching a campaign
<https://www.kickstarter.com/creators?ref=global-footer>

MVS Lecture Part One:

MVS shared the valuable resource on Lenscratch called "Publishers Spotlight" which has in-depth interviews with 50 publishers conducted in 2022:
<https://lenscratch.com/publishers-spotlight/>

Keith Smith:
MVS encouraged everyone to read this book: *The New Structure of the Visual Book* by Keith A. Smith (\$35.00 plus shipping).

Order on the author's website: <http://www.keithsmithbooks.com/>

"Composing the book, as well as the pictures it contains, creates pacing in turning the pages. Just as poetry and cinema are conceived in time, so is a book."

Arezoo Moseni:
MVS referenced New York Public Library's Senior Librarian Arezoo Moseni who works with "The Art Collection" of circulating titles at NYPL's Stavros Niarchos Foundation Library: <https://www.nypl.org/spotlight/snfl>

Other Self-Published books shared today:

Sonja Thomsen (Sonja will be our guest)

A limited-edition book, co-designed and printed at Conveyor.studio, hand-collated and bound by the artist: ***You will find it where it is: a reader***

Sonja Thomsen, 2020

Edit & Design: Christina Labey.

Design: Studio Elana Schlenker.

Paper: Mixed Paper Stock (Uncoated, Translucent, Acetate)

Cover: Colorplan (Smoke)

Printed by Conveyor Studio.

Bound by Sonja Thomsen.

1st edition published by Poor Farm Press

Edition of 300

Sonja Thomsen www.sonjathomsen.com

Instagram: @sona_rthomsen

From her website: "Thomsen's first publication, *You will find it where it is, a reader*, is a meditation to move our locus of attention.

The layered book of photographs creates space and redacts gendered histories of knowledge to make room for new discoveries. Polishing her feminist lens, Thomsen

intercepts the timelines of nineteenth century writer, Margaret Fuller; twentieth century photographer, Lucia Moholy; and twenty-first century conceptual artist, Maria Nordman among others. This wondrous artist book, serves as a catalyst and declaration of Thomsen's iterative practice where time and light are material and metaphor."

Julia Borissova, "V"

(shown as page spread in the upcoming ***Publish Your Photography Book***)

"V is a collection of 5 zines published by Julia Borissova in 2020 (ed. 200). This new edition offers the reader the opportunity to return to her book projects from several years ago and look at them from a new perspective.

In her creative practice, Julia Borissova turns to eclectic visual material -both to archival photographs found at flea markets and to her own drawings and photographs. Using a number of pictures, she transforms them into new images, working with the collage method in its various incarnations.

Borissova's work covers a wide range of topics, among which the central one is the fragility and unreliability of human memory. Julia contemplates real stories and mixes documentary elements with fiction, trying to overcome ephemeral, fragmented and elusive memories.

All five projects included in this editions are a continuous, dramatic journey in memory and time”.

N1 - Running to the Edge

N2 - The Farther Shore

N3 - Adress

N4 - Dimitry

N5 - White Blonde

[https://anzenberggallery-bookshop.com/book/2711/v_zine_boxset_\(signed\)-julia_borissova](https://anzenberggallery-bookshop.com/book/2711/v_zine_boxset_(signed)-julia_borissova)

Julia Borissova

Website: <http://www.juliaborissova.ru>

Instagram: @borissovajulia

A selection of handmade books made between 1956-1998 by Todd Walker ((1917-1998)

www.toddwalkerartist.com

A selection of handmade books made between 1993-2021 by his daughter Melanie Walker

www.melaniewalkerartist.com

From the monograph to hand-printed book, hand-bound by collaborators:

Ian van Coller

Website: www.ianvancoller.com , www.thelastglacier.com

Instagram: @ianvancoller

Interior Relations (2011)

Monograph published by Charles Lane Press, NY, NY.

Essay by Sindiwe Magona

To publish in the scale he prefers, van Coller transitioned to hand-printing large scale individual prints and working with master book binders using a “drumleaf” binding to protect the prints and allow them to lay flat when viewing.

All hand-made books on his website have page-turning views; see also the number of prominent Libraries listed within Collections on his CV.

Van Coller’s work is represented by Passages Bookshop in Portland, Oregon – see his works under “Artist’s Books”

Hand-constructed boxed limited edition (book + loose fine print):

Sean Perry: *Transitory*

Limited edition portfolio: Hand-printed by the artist

Hand-bound by Jace Graf, Cloverleaf Studio (www.cloverleafstudio.com)

Sean Perry

Website: <https://seanperry.com/>

Instagram: @seanperry

Interview w/MVS on this project: https://f94c30d7c1abb29ef394-f167a092bf84e1331ad9b6cba500a01c.ssl.cf1.rackcdn.com/SeanPerry_MVS_PhotoEye.pdf

Within self-publishing, books that are nearly, or completely hand-made are considered by many private collectors and Collection Librarians as ARTISTS' BOOKS.

Smithsonian Libraries:

"What is the definition of an Artist's Book?"

<https://blog.library.si.edu/blog/2012/06/01/what-is-an-artists-book/#.ZGF6iS-B1MA>

Printed Matter:

<https://www.printedmatter.org/about/artist-book>

Philobiblon:

<http://philobiblon.com/whatisabook.shtml>

New York Public Library:

"About the Artists' Books Collection (ABC) at the New York Public Library"

This guide provides an overview about how to find Artist' Books in the Wallach Division of Art, Prints & Photographs at NYPL

<http://libguides.nypl.org/artistsbooks>

MVS shared quotes from:

Ruth R. Rogers

Curator of Special Collections & Visiting Lecturer, Art Department

<https://www.wellesley.edu/lts/collections/speccoll/ruthrogers>

Roger's description of a presentation she authored for the recent symposium

"Collecting Artists' Books in Academic Libraries" hosted at Wellesley College:

Finding the Human in the Humanities: a Curator's Pursuit

<https://sites.google.com/wellesley.edu/collectingartistsbooksinacadem/speakers-and-presentations>

"Acquiring artists' books for a liberal arts collection implies risk and obligation with every decision. Will it be used? Do I understand the maker's intent? Will it continue to resonate over time? These works demand skilled interpreters who will present them as a hybrid book-object that merges language, material, and visual presence as metaphor. An academic library provides outstanding opportunities to integrate artists' books with historical collections of rare books and manuscripts-- to remind the viewer that they are not separate from earlier forms of the book, but relatives in a long evolutionary line of human expression. The curator's challenge is to discern from the vast range of possibilities and to imagine how one's choices will become a permanent part of teaching and learning at their institution."

Rogers was the curator of the exhibition ***Seductive Alchemy: Books by Artists***

Illustrated Catalogue available through MagCloud:

<https://www.magcloud.com/browse/issue/879558>

MVS shared Susan kae Grant's table of books by her students, and titles from various artist's book makers included in her collection featuring many different books

Her books own can be found here:

<http://www.susankaegrant.com/book-art-grid-style-1>

Resource Document - Part 2

Mary Virginia Swanson, Special Guest book artist Susan kae Grant called in:

<http://www.susankaegrant.com/book-art-grid-style-1>

Note: Susan kae has an exhibition on view now through September 15

<https://thegracemuseum.org/exhibitions/susan-kae-grant-shadowing-grace/>

The Grace Museum's Facebook Live recording of her lecture 5-12-23:

<https://www.facebook.com/TheGraceMuseum/videos/585924343341104>

Susan kae Suggested we see what other book artists are making:

Book Sellers:

Vamp and Tramp, long time booksellers based near Birmingham, Alabama:

<http://www.vampandtramp.com>

23 Sandy Gallery, now based in Santa Fe, NM (near Photo Eye Books and Gallery).

List of artists whose book works they represent:

<https://23sandy.com/pages/23-sandy-artist-directory>

See this great exhibition the hosted: UNSEEN with detailed entry on each of the accepted entries:

<https://23sandy.com/pages/unseen>

San Francisco Center for the Book

<https://sfcfb.org/home>

Choosing to Self-Publish after multiple published trade books:

Søren Solkær

Website: <https://sorensolkaer.com/about>

Instagram: @sorensolkaer (incl. motion)

Black Sun has four different versions available on Soren's website:

<https://sorensolkaer.com/publications>

Exhibitions and editorial placements have been key to sales

Feature piece in the NY Times:

nytimes.com/2022/04/04/travel/starling-murmurations.html

Complete press list:

<https://sorensolkaer.com/news>

Best Photobooks Lists: Another path to learn about new photobooks:

Search "Best Photobooks of 2022" and you will find, among other listings:

MoMA

<https://www.moma.org/magazine/articles/861>

Photoeye Best Books 2022

<https://www.photoeye.com/best-books-2022/>

Smithsonian Magazine

<https://www.smithsonianmag.com/arts-culture/the-ten-best-photography-books-of-2022-180981157/>

Time Magazine

<https://time.com/6241307/best-photobooks-2022/>

LensCulture

<https://www.lensculture.com/articles/lensculture-editors-favorite-photobooks-2022>

PhMuseum

<https://phmuseum.com/news/phmuseums-best-photobooks-of-2022>

Vince Aletti's Top Ten Photobooks of 2022 + ICP Staff

<https://www.icp.org/news/vince-alettis-top-ten-photobooks-of-2022-icp-staff-picks>

Esquire Magazine: Our Favorite Photo Books of Fall 2022

<https://www.esquire.com/entertainment/books/g41694396/best-photo-books-fall-2022/>

Keep track of those who participate in such public lists for such time you have a book to promote.

Dummy Competitions:

There are many book dummy (unpublished) and first (published) photobook awards; each has its own specific guidelines, terms & conditions. Note that many competition winners have their books produced as a part of the Award.

Here is a list to start:

Paris Photo-Aperture Shortlist:

<https://aperture.org/editorial/announcing-the-2022-photobook-awards-shortlist/>

Paris Photo-Aperture Winners:

<https://aperture.org/editorial/announcing-the-winners-of-the-2022-photobook-awards/>

Paris Photo-Aperture 2022

<https://www.youtube.com/watch?v=rScZuromXeo>

Check other years of this competition, too - all are valuable to review.

There is a change coming to the Kassel Dummy Award in 2024:

"The Kassel Dummy Award is the international competition for the best unpublished photobook dummy of the year. Since 2010, the Kassel Fotobook Festival has been inviting photographers worldwide to take part in the competition, and year after year many photobooks have been submitted from all over the globe. Over this period of time, a lot of highly interesting photobook dummies have been created, produced and published thanks to our award. Hundreds of books from our shortlist have been presented in numerous international exhibitions and participating photographers have been able to establish contacts with galleries, publishers and festivals and present their work to an international audience.

In 2024, we will be handing over the Kassel Dummy Award to our good friends at The PhotoBookMuseum in Cologne and we are sure that they will increase the importance of the Dummy Award for young photographers and put it on an even broader footing. Together with our printing and publishing partner, MAS MATBAA in Istanbul, this is destined to maintain the high quality and reputation of the Kassel Dummy Award in the future. The 2023 Kassel Dummy Award will be the first Dummy Award organised fully in cooperation with the PhotoBookMuseum.

<https://fotobookfestival.org/kassel-dummy-award/>
<https://www.thephotobookmuseum.com/en/>

The Unseen – GOST Books Publishing Award 2022
<https://gostbooks.com/bookaward/>

Kraszna-Krausz 2023 Book Awards
<https://kraszna-krausz.org.uk/book-awards/2022-book-awards-longlist-announcement/>

Eyes Wide Open Photobook Grant Program
<http://theeyeswideopen.eu/en/1st-photo-book-awards/>

In Print Art Book Fair, Jerusalem
<https://www.inprintartbookfair.art/about>

The Lucie Photo Book Prize
<https://www.luciefoundation.org/lucie-photo-book-prize/>

Photobook Week Aarhus, Denmark (Fall 2023 festival w/call for dummies coming soon)
<https://photobookweek.org>

The Blow Up Press Book Award 2023
<https://blowuppress.eu/pages/bup-book-award-2023>

In class I shared with you a page-turning video of one of the BUP 2020 Book Award:
Erna Helena Anin by Tomasz Laczny
<https://blowuppress.eu/collections/bup-publications/products/erna-helena-ania>

Lists of Recently Published Titles:

I encourage paying attention to Photo Eye's weekly Best Seller List to keep abreast of recent releases:

<https://www.photoeye.com/bookstore/BestSellers.cfm>

Book fairs this past weekend:

ICP

<https://www.pbf.icp.org>

Offprint London

<https://www.offprint.org>

Production Collaborators:

I encourage participants to look at production houses which have estimating capabilities on their websites to familiarize yourself with options and decisions. Be sure to look for the names of photographers they have worked with and see their books in person if possible.

In the lecture I shared these two companies:

Edition One Books (book production house only)

<https://www.editiononebooks.com>

Conveyor (book production and publisher)

<https://www.conveyor.studio/estimate>

I also shared a page-turning video of a book by Barry Stone called **Lost Pines** that I noticed was produced at Berlin-based Outer Space Press:

<https://www.outerspacepress.com>

<https://barrystone.com/Lost-Pines>

The Book in Your Career Trajectory

Closing: Consider the roll of the book in your career trajectory.

I shared Joshua Rashaad McFadden's three titles to date:

Website: <http://www.joshuarashaad.com>

Instagram: @joshua_rashaad

Come to Selfhood (ceiba editions, 2016; 300 copies, out of print)

<https://www.ceibaeditions.com/store/books/come-to-selfhood/>

Evidence (2020, a collaboration with Visual Studies Press, accompanied an exhibition, initial run 5000)

<https://www.vsw.org/exhibition/evidence-by-joshua-rashaad-mcfadden/>

I Believe I'll Run On (survey, exhibition at Eastman Museum, co-published by Yale University Press)

<https://www.eastman.org/mcfadden>

Q&A

Re: distributors: I shared that there are new distributors handling small press and self-published titles.

Example:

Visit <https://www.overlapse.com/about/> and note the three firms cited under Distributors Enquiries:

In the UK: www.antennebooks.com

In the USA: www.skylightbooks.com

In Japan: www.iack.online/en/

Then, scroll down on the Overlapse ABOUT page to see "SELECTED STOCKLISTS" which lists all the international book stores that handle her books, organized by country/region

Re: Marketing: I encouraged building your social media presence now, so that when your book is ready, you will have the list in place of those whom you want to inform about its release.

Join newsletters and follow publishers, distributors, and vendors (especially those that have a steady dialogue about photobooks, discussing what is new and notable).

Using print-on-demand to print one at a time as your project in print evolves:

www.magcloud.com

www.blurb.com

We will discuss the book prospectus in the Marketing section of the class.

Other producers to bind your books

Data Press

Website: www.datzpress.kr

Instagram: @datzpress

The book binder in San Francisco that Ian van Coller works with:

John DeMerritt

Website: www.demerrittstudios.com

Instagram: @fivedemeritts

Finding and approaching a book designer: names are listed in a book's colophon information.

On the “book dummy” vs “book maquette”

These are the same term for making a “rough” version of your proposed or planned book.

A few resources:

Alec Soth’s blog entry on book dummies is online here:

<https://alecsothblog.wordpress.com/2006/09/11/faq-book-dummies/>

Blurb offers resources on making a dummy:

<https://www.blurb.com/blog/what-is-a-book-dummy-how-to-make-one/>

To Learn More About the Steps In Making a Book:

Booklyn’s downloadable Education Manual: in English, in Spanish + video tutorials in Spanish;

<https://booklyn.org/programs/booklyn-education-manual-2/>

Donating Books to Libraries: Check the policies on How To Donate on their websites.

The American Library Association (ALA, www.ala.org), To try to sell your recently published book look into the cost of a one-time purchase of their membership mailing list to inform them about your book.

On Special Collections:

We will cover this in Marketing section ahead but I encourage all of you to look into the existence of Special Collections in your regional public, private, academic and/or curatorial libraries, join their mailing list, search their collections database, email or call their main information desk to learn more about their holdings, and if appropriate, inquire what their policies and procedures are to present your work to the curators. Remember that the subject of your work may be of particular interest to these libraries.

Know too that there is a group of curators of art within the libraries:

Art Library Society of North America (ARLIS)

Website: <https://www.arlisna.org>)

Instagram: @arlis_na

DAP: The art book distributor we have mentioned a number of times:

Distributed Art Publishers: <https://www.artbook.com/>

Read their website to understand what their mission is, and search PHOTOGRAPHY to zero in on publishers they distribute or search their roster by the specific name of a publisher you are thinking about to learn if they are distributed by DAP.

On Hashtags: We will go into this more deeply in the MARKETING section but

First step: FOLLOW the publishers, production houses, book fairs and competitions, and artists who are engaging in publishing their work.

Secondly, search existing hashtags within your area of interest as like-minded artists and businesses will be drawn to the same vocabulary / materials / industry terms.

Examples:

#selfpublishedphotobook (587 photos applied this hashtag)

#smallpressphotobooks (269)

#risographprinting (13,820)

While the hashtag #photobooks has 301,492 images added into this hashtag, #photobookstore has 19,681 – more focused search can occur here

Publishers of different scale are interesting too:

#trespasserbooks has 101 images in this dedicated hashtag, which serves as a visual catalogue of their offerings, while larger publishers with a longer history share more than their titles, such as:

#steidl has over 20K images, taking us to book fairs, lectures which adds to our understanding of the culture of this revered publishing company and master printer Gerhard Steidl.

Consider opening an account on Instagram in the precise name of your book, too.

Ultimately, I wish for you to be Followed, but also for your project and your book to be Found as well on social media platforms

@publishyourphotographybook #publishyourphotographybook