

**PUBLISH YOUR PHOTOGRAPHY BOOK**  
with Mary Virginia Swanson & Darius D. Himes joined by Special Guests

Final Applied Study Seminar (July 1, 2023)

Resource Document - Part 1

Special Guest: **Chris Boot**, Publishing Industry Expert, London, England

Themes Chris will address in his presentation:

- 1) The book is the anchor for the manifestation of the work
- 2) There are many book models available
- 3) Books are wasteful  
Read: *How Bad are Bananas?: The Carbon Footprint of Everything* (Mike Berners-Lee, 2010).  
<https://howbadarebananas.com/>
- 4) Making the most of a good team: photographer, editor and designer

Chris' first photobook: A commission for a book and exhibition from a photo coop  
*Bodies of Experience: Stories about Living with HIV & AIDS* (Multiple photographers)  
Funded by the Health Education Council

While working at Magnum Photos, Chris produced a major overview book of founding member George Rodger: *Humanity and Inhumanity* (Phaidon, 1999)  
<https://www.abebooks.com/Humanity-Inhumanity-George-Rodger-Phaidon-Press/31507531792/bd>

Left Magnum to work with at Phaidon, first title: *Boring Postcards* by Martin Parr  
<https://www.martinparrfoundation.org/product/boring-postcards/>

Chris produced multiple photobooks with Martin Parr, including collaboration with writer / photo historian Gerry Badger *The Photobook: A History*, Volumes I through III (2004, 2006, 2014)  
<https://www.phaidon.com/store/photography/the-photobook-a-history-volume-ii-9780714844336/>

The first book Chris published himself as Chris Boot:

***Our True Intent Is All For Your Delight***, (2003)

John Hinde (Collection)

<https://www.dashwoodbooks.com/pages/books/1402/john-hinde-collection/our-true-intent-is-all-for-your-delight?soldItem=true>

***Lodz Ghetto Album*** (2009)

<https://www.artbook.com/9780954281373.html>

Website for the Collection: <http://agolodzghetto.com>

The story of the Collection of photographs being saved:

<https://www.youtube.com/watch?v=mFofw5aJImw>

<https://www.foto8.com/reviews/V3N3/lodz.html>

***Saddam Hussein Watches*** by Martin Parr (2004)

<https://www.martinparrfoundation.org/product/saddam-hussein-watches-signed/>

In 2003: Before he started his imprint Chris did this book with Gideon Mendel, his agency Network, and ActionAid UK:

***A Broken Landscape: HIV and AIDS in Africa*** (produced with ActionAid UK)

Produced as an on-the-ground strategic education tool, produced in multiple languages, foundation funding made it possible.

<https://www.abebooks.com/Broken-Landscape-HIV-AIDS-Africa-Mendel/31168997730/bd>

Every copy reached an audience with a purpose, without being distributed through photobook sales channels.

Martin Parr: ***Parking Spaces*** (2007; Limited Edition 1000 copies)

<https://www.abebooks.com/signed-first-edition/PARKING-SPACES-Parr-Martin-Chris-Boot/31095689447/bd>

Charlie Crane: ***Welcome to Pyongyang*** (2009)

<https://www.artbook.com/9781905712045.html>

James Mollison: ***James and Other Apes*** (2009; Essay by Jane Goodall)

<https://www.jamesmollison.com/shop/james-and-other-apes>

James Mollison: **Where Children Sleep** (2010)

Photographed over two years with the support of Save the Children; audience was 7-11 year old children). This was the most successful book in terms of book schools; worked with youth educators for text.

<https://www.jamesmollison.com/shop/where-children-sleep>

Larry Towell: **In the Wake of Katrina** (2006)

<https://www.abebooks.com/9780954689490/Larry-Towell-Wake-Katrina-0954689496/plp>

Larry Towell: **World From My Front Porch** (2009)

<https://www.youtube.com/watch?v=VDHosJ5-hzY>

Chris Boot co-published this book with Larry's gallery Stephen Bulger Gallery and the Archive of Modern Conflict

<https://www.bulgergallery.com/publications/34-larry-towell-the-world-from-my-front-300.00-hst-shipping/>

Paul Shambroom: **Meetings** (2009)

<https://paulshambroom.com/shop/meetings-new-copy-signed-out-of-print-limited-quantity>

Dashwood Books

<https://www.dashwoodbooks.com/pages/books/33/paul-shambroom/meetings?soldItem=true>

Luc Delahaye: **History** (2003)

<https://prix.pictet.com/cycles/power/luc-delahaye>

<https://www.getty.edu/art/exhibitions/delahaye/>

[https://www.getty.edu/art/exhibitions/delahaye/delahaye\\_brochure.pdf](https://www.getty.edu/art/exhibitions/delahaye/delahaye_brochure.pdf)

<https://www.abebooks.com/signed/History-Delahaye-Luc-Chris-Boot-London/11547738344/bd>

About this Item. (from Dawson's Books, above):

16 3/4 x 11 inches, cloth with cloth clamshell case, Unnumbered pages containing 13 leaves of plates with reproductions from photographs by Delahaye.

Introduction by Eugenia Parry.

Limited edition: No. 53 of 100 copies signed by the photographer in felt pen on the colophon.

This edition contains a pigment print measuring 7 x 14 3/4 inches on paper measuring 11 1/2 x 16 1/4 inches, signed and editioned by the photographer in felt pen on verso edition. .

Tim Hetherington: ***Infidels*** (2010)

Text by Sebastian Junger

Designed by Stuart Smith

<https://www.setantabooks.com/products/infidel>

Richard Renaldi: ***Touching Strangers*** (Aperture, 2014; paperback edition 2017)

<https://aperture.org/books/richard-renaldi-touching-strangers/>

<https://aperture.org/editorial/behind-scenes-richard-renaldi/>

Richard Misrach: ***Petrochemical America*** (2014)

<https://aperture.org/books/petrochemical-america-2/>

<https://aperture.org/editorial/richard-misrach-and-kate-orff-in-conversation/>

<https://www.newyorker.com/culture/photo-booth/petrochemical-america-picturing-cancer-alley>

Penelope Umbrico: ***Photographs*** (2011)

<https://aperture.org/books/penelope-umbrico-photographs/>

Penelope Umbrico: ***Range*** (2014); came out a commission at Aperture's 60<sup>th</sup> Anniversary)

<https://aperture.org/books/range/>

***Presence: The Photography Collection of Judy Glickman Lauder***

<https://aperture.org/books/presence-the-photography-collection-of-judy-glickman-lauder/>

## Q&A

Duotone: Chris feels Duotone is the simplest, most straightforward black and white printing, and try to print locally if you can, for environmental and economic reasons.

He spoke highly about what he is seeing produced by Conveyor Studio.

<http://www.conveyor.studio>

Network: Dashwood books, book fairs, portfolio reviews and more! "Get into the fray!"

[www.dashwoodbooks.com](http://www.dashwoodbooks.com)

From MVS: A Publisher with Purpose:

FotoEvidence Books [www.fotoevidence.com](http://www.fotoevidence.com)

## Resource Document - Part 2

**Julia Gaisbacher** walks us through the 100-page physical booklet (perfect bound) that she created as a promotional tool, project by project, with a consisted style of entering content (about the project, teams, installation views, video links to her Vimeo page). It includes information on her recent book that she shared in Core Lecture #4 (June 17, 2023)

Website: [www.juliagaisbacher.com](http://www.juliagaisbacher.com)

Instagram: @julia\_gaisbacher

Vimeo page: <https://vimeo.com/533545478>

Sign up for her Newsletter on Julia's website.

Julia built her website utilizing a template from Cargo Collective:  
now defaults to [www.cargo.site](http://www.cargo.site)

Get an overview of their system here:

<https://support.cargocollective.com>

Julia created this document in a template her PR firm gave her.

Commentary is all in third-person.

She built it using InDesign; the final file size she shares via email is around 7MB  
(not printable but fine for viewing on the screen)

PR firm: <https://konnektom.at/>

She can share in print, or via email.

For Portfolio Reviews, she can simply copy the pages related to what she wants to show the reviewers.

Flyer Alarm is the German company that prints  
When she orders 50 at a time it costs US\$8.70 per booklet.  
[www.flyeralarm.com](http://www.flyeralarm.com)

MVS reminded everyone that in the US the book arts exhibition catalogue for **Seductive Alchemy** 'lives' on MagCloud.com, for a cost to buyers of US\$ 0.20 per page (this is 148 pages - \$30.60 for a price for this book):  
<https://www.magcloud.com/browse/issue/879558>

Julia will add this booklet to her website website as a PDF download.

Closing tips: do the archive now! Take installation views.

MVS Networking – expanded on Chris Boot's suggestions earlier in today's class:

**ENTERING COMPETITIONS** puts your work in front of industry experts; choose wisely what to enter based on the Jurors. If the Jurors are not people who you believe would be interested in your work, or could aid in bringing your work forward in a tangible way, you might consider passing on that competition.

When you have the chance to share your work with someone in person: always lead with the subject of your work.

#### **FOLLOW THE PHOTOBOOK COMMUNITY ON INSTAGRAM:**

Editors, designers, publishers, published and self-published artists, distributors, photobook vendors, art book fairs & competitions, community organizations, book arts workshops and more.

These conversations are your continuing education!

#### **PUBLISHER's SUBMISSION GUIDELINES:**

Reminded all of you to look at the discussion on publisher's submission guidelines:  
Core Lecture #1, Part 2

Dewi Lewis Publishing. <https://www.dewilewis.com/pages/submissions>

MACK Books. <https://www.mackbooks.us/pages/submissions>

Radius Books <https://www.radiusbooks.org/submission-policy>

(Darius reminded that Radius has a history of publishing the work of artists who are seeking their first book.)

Overlapse <https://www.overlapse.com/about/>

If your project has a strong subject, consider a University Press for your publisher.

Reminder to all of you to look at the information presented, and the visit to our classroom from Alan Thomas, executive editor at University of Chicago Press, also in Core Lecture 1, Part 2.

<https://press.uchicago.edu/books/itorbio/athomas.html>

Revisit these links

<https://press.uchicago.edu/index.html>

[https://press.uchicago.edu/resource/publishing\\_with\\_chicago.html](https://press.uchicago.edu/resource/publishing_with_chicago.html)

[https://press.uchicago.edu/resource/books\\_submissions\\_new.html](https://press.uchicago.edu/resource/books_submissions_new.html)

**ISBN Numbers: Why do I need one:**

[www.myidentifiers.com](http://www.myidentifiers.com)

BOWKER IDENTIFYING SYSTEMS

**Book Dummy vs. Maquette?**

Shared Phil Zimmermann's comments

Susan kae Grant also suggested that some people use the term MOCK UP

Regional Book Arts Centers are plentiful, check in your area. Here is a few we love:

**New York City**

Center for Book Arts: [www.centerforbookarts.org/classes](http://www.centerforbookarts.org/classes)

**Minneapolis**

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

(See 'instructional videos' within)

**San Francisco**

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

Link to Book Arts Centers and Organizations (from Skidmore College, April 2023):

<https://libguides.skidmore.edu/artistsbooks/centers>

A reminder to watch and re-watch:

Publishing Story #3: Raymond Meeks

[www.raymondmeeks.com](http://www.raymondmeeks.com)

Instagram: @raymondmeeks

Blurb's "What is a book dummy and how to make one"

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

Booklyn:

[www.booklyn.org](http://www.booklyn.org)

Download the bookmaking brochure I shared in class;

<https://booklyn.org/wp-content/uploads/2023/06/Booklyn-Education-Manual-Abridged.pdf>

"How I make a 32 page picture book dummy in 6 minutes"

<http://www.youtube.com/watch?v=KG-DxxChC8g>

"How to make your own DIY photobook | Step by Step Bookbinding Tutorial"

By Photo Book Guru ("Reviews & Tutorials" including using templates from several print on demand companies)

<https://thephotobookguru.com>

[https://www.youtube.com/channel/UCxD9PA48dG\\_zBvIy6KHNUA](https://www.youtube.com/channel/UCxD9PA48dG_zBvIy6KHNUA)

Reminder:

Core Lecture #3 we talked about the growing number of book dummy competitions, and went through several of the agreements should you project receive the prize of having your project published.

**Researching Libraries** to determine if they will be interested in your books.

Public Libraries:

Academic Libraries (attached to the Libraries within colleges and universities)

Curatorial Libraries:

Private (Membership-based) Libraries that are open to the public

Begin your research with COLLECTIONS

Lead with your SUBJECT

Directory of Artists' Books Collection

<http://andrew.cmu.edu/user/md2z/ArtistsBooksDirectory/ArtistsBookIndex.html>

Note the tabs at the top:

Academic Libraries – Public Libraries – Museum Libraries and Archives – Other Libraries

Remember that you can make appointments to visit all of these libraries in person, too!

Susan kae Grant shared these libraries that have digitized their Artists' Books Collections:

Smithsonian Libraries

<http://library.si.edu/collection/artists-books>

Kohler Art Library at the University of Wisconsin-Madison Libraries:

<Http://www.library.wisc.edu/art/>

12,000 volumes have been digitized to date:

<http://search.library.wisc.edu/digital/AArtistsBks>

Susan kae Grant's website is: <http://www.susankaegrant.com/book-art-grid-style-1>

Instagram: @susankaegrant

I shared that Susan kae contributed a valuable essay: "Placing Limited Edition Artists' Books in Collections" in the forthcoming third edition of *Publish Your Photography Book* (ppg. 158-161).

Lisa Nebenzahl's print prospectus for her recent title *The Chico Poems* is the featured illustration: <https://www.lisanebenzahlphoto.com/new-project-the-chico-poems>

Website: [www.lisanebenzahlphoto.com](http://www.lisanebenzahlphoto.com)

Instagram: @lisanebenzahl

Consider searching artist's websites to see what collections have acquired their works; some even have a prospectus online to view:

I shared: [ewazebrowski.com/books](http://ewazebrowski.com/books)

Datz Books has produced Ewa's books for years:

[www.datzpress.kr](http://www.datzpress.kr)

As well as a collaborative team:

Barbara Ciurej and Lindsay Lochman Collaborative Projects

[www.ciurejlochmanphoto.com](http://www.ciurejlochmanphoto.com)

See also the Notebooks page, and the Natural History

[www.notebook-naturalhistory.blogspot.com](http://www.notebook-naturalhistory.blogspot.com)

**Book Stores** that offer artist-made or unique (1/1) book works:

Passages Bookshop, Portland, OR

Search Ian Van Coller and Terri Warpinski within "Artist's Books" or by name:

Ian Van Coller:

[https://www.passagesbookshop.com/searchResults.php?action=browse&cat\\_conj=or&category\\_id=219&orderBy=author&recordsLength=25&moreKeywordsField=Ian+Van+Coller](https://www.passagesbookshop.com/searchResults.php?action=browse&cat_conj=or&category_id=219&orderBy=author&recordsLength=25&moreKeywordsField=Ian+Van+Coller)

Terri Warpinski

[https://www.passagesbookshop.com/advSearchResults.php?action=search&orderBy=relevance&category\\_id=0&keywordsField=Terri+Warpinski](https://www.passagesbookshop.com/advSearchResults.php?action=search&orderBy=relevance&category_id=0&keywordsField=Terri+Warpinski)

Vamp & Tramp Booksellers, LLC, Birmingham, AL

<http://vampandtramp.com>

Stay current here: <http://vampandtramp.com/newarrivals.html>

23 SANDY, Santa Fe, NM

<http://www.23sandy.com>

Be sure to see the EXHIBITIONS links and clicking through book-by-book

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

See the all of the options under WORKS: <https://23sandy.com/collections/works>

Including "CURATED COLLECTIONS" (multiple subject groups here).

I shared the UNSEEN Exhibition in my slide show: <https://23sandy.com/pages/unseen>

Click on any of the books to read the colophon information; there was a wide range of accepted entries that utilized photographic elements as a core material in their books.

Two of my favorite books in the show were by artist book maker: Elsi Vassdal Ellis

Title: ***Just 545 Kids***

<https://23sandy.com/products/just-545-kids-by-elsi-vassdal-ellis>

Title: ***Sven Aage Berg***

<https://23sandy.com/products/svend-aage-berg-by-elsi-vassdal-ellis>

Here is the prospectus for 23 Sandy's upcoming juried show "DREAMS"

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

**CLOSING CONVERSATIONS: Valuable! Listen in again!**

Reminder to listen to the interview we conducted with Denise Wolff at Aperture Books that was recently added to the Course Homepage.

Dummies: YES! It will help your own book evolve; Todd Hido encouraged all of you to make dummies

Susan kae reminds people to use their network and others around them to learn more and talked about how critical it is for you to know who the audience is for your book. That is the Campaign component that Chris Boot spoke about.

Darius expanded on Distribution options today: it is a real challenge today, and a situation that is always evolving. You have to decide which part of Amazon's services you want to utilize (or not) if you decide to use Amazon.

**Next Steps we suggests:**

MVS suggests going back to look hard at your work.

DDH suggests refining who your audience is, and try to get to a book fair this year.

MVS adds: make sure you think ahead and prepare to bring your book into the world.

MVS confirmed that the 32-page version of the Workbook will be available after the course homepage comes down; you will find it here:

[www.publishyourphotographybook.com](http://www.publishyourphotographybook.com)

In closing: sending encouragement to all! You have the information, now begin your bookmaking journey! Keep in touch, everyone!