

Daily Events

Book Expo

Self Publish, Be Happy

12-7 PM daily
Two Battery Wharf, Upper Level **1**

Photography exhibition catalogues, print-on-demand photobooks, artist books, zines, limited edition publications, and more.

Exhibition

Eye Buy Art

12-7 PM daily
S.J. Hale Building **5**

EYEBUYART.com is the sister organization to Flash Forward. We sell limited-edition, fine art photographs that have been created by past and current Flash Forward winners. As a special addition to the festival, we are pleased to add emerging Boston area photographers to our roster of artists. Prices start at \$25.

FREE

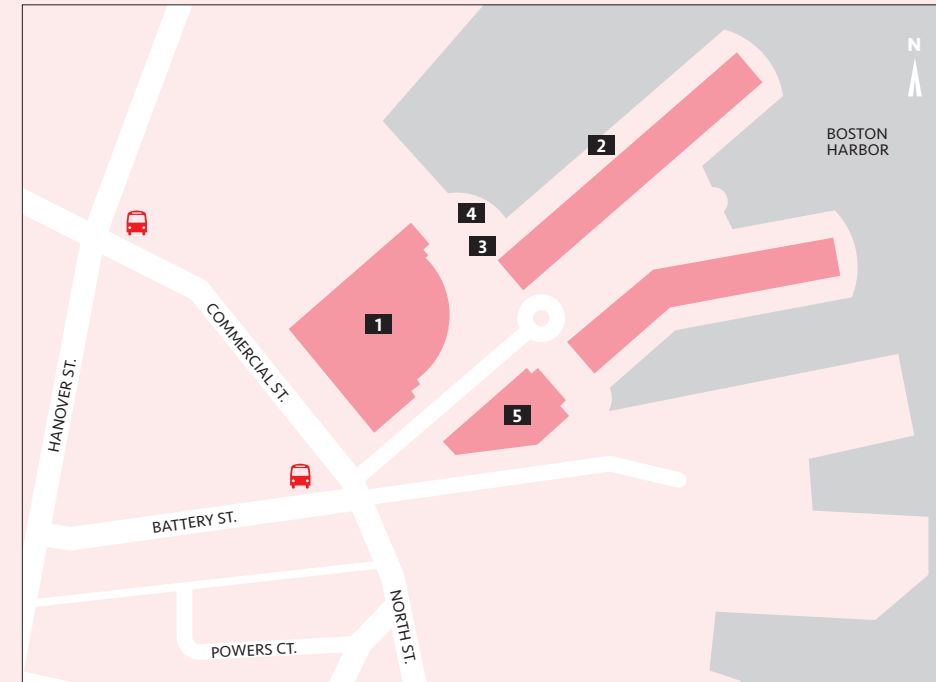
Festival Exhibitions

Open to Public
All Lectures, Panel Discussions & Openings
11 AM-7 PM

For more information, visit our website:
flashforwardfestival.com

Festival Map

Fairmont Battery Wharf



1 Two Battery Wharf

UPSTAIRS:

FF 2010 Group Show, Window Art Installation – Jessica Eaton, Self Published Be Happy Book Expo

DOWNSTAIRS:

Lectures, Panel Discussions, Fresh Work (Boston Exhibition), Outside Columns – Sabrina Russo

2 Harborwalk

Art installation by James Kachan

3 Outdoor Patio Area

Art installation by Peter Ainsworth

4 Water Taxi Stand

Art installation by Margeaux Walter

5 S.J. Hale Building

EYE BUY ART exhibition

Thanks to Our Sponsors:



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FLASH FORWARD BOSTON

2-5 June 2011

Emerging photographers from Canada, the UK & the US
flashforwardfestival.com

Presented by



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Welcome to Flash Forward Boston

Join us, in our inaugural year, at the Fairmont Battery Wharf from June 2-5 for Boston's brand-new festival celebrating emerging photographers: Flash Forward Festival Boston.

Attend panel discussions and lectures led by internationally respected industry professionals. View exhibitions featuring the best emerging photography from Canada, the UK, the US and Boston. Whether you are an emerging or seasoned photographer, an arts enthusiast, or just curious about the visual arts, all are welcome.

This mini-guide provides just a glimpse of what to expect at the Flash Forward Festival. For complete information and directions on how to get to Fairmont Battery Wharf, please visit flashforwardfestival.com.

This is a free public event!



Thursday, June 2

Free Lecture

Mary Beth Meehan

Doing Documentary Work on the Home Front; Mary Beth Meehan's *City of Champions* series

12-1:30 PM
Two Battery Wharf, Lower Level 1

Photographer Mary Beth Meehan will present her *City of Champions* series, a photographic exploration of her hometown. She will discuss the process behind the making of her work, the issues it addresses, and the challenges of returning home with a fresh eye.

Free Public Opening & Celebration

Flash Forward 2010 Group Shows

Curators: MaryAnn Camilleri, Magenta Foundation/Flash Forward Festival; Myrabelle Charlebois, *EnRoute* Magazine; Aaron Schuman, *SeeSaw* Magazine, UK

7-10 PM
Two Battery Wharf, Upper Level 1

The Flash Forward 2010 Group Show presents a select cross-section chosen from the bodies of work featured in the competition catalogue. The photography covers all genres from documentary, photojournalism and fine-art studio practices, and shows how these young photographers are inspired and influenced by their mentors, interests and choices of subject matter.

Free Lecture

Wonderful Machine's Maria Luci & Sean Stone

An Introduction to Branding and Marketing

2-3:30 PM
Two Battery Wharf, Lower Level 1

Wonderful Machine director of photography Sean Stone, and producer Maria Luci, will offer insight into the basics of branding and marketing yourself to appeal to commercial and editorial clients. Sean will discuss how to create a cohesive brand and photographic identity, including promotional materials and tips on how to organize and edit your work. Maria will offer advice on how to identify and reach the right clients. She'll discuss how to handle direct mail, phone calls and client meetings, also touching on source books, list services, SEO and social networking.



Alex Kisilevich

Free Panel Discussion

Building a Photography Collection for Love or Money

Panelists: Barbara Hitchcock, Gary Leopold, Phillip Prodger, Dana Salvo
Moderator: Jim Fitts

4-6 PM
Two Battery Wharf, Lower Level 1

Five of today's most influential fine-arts photography pundits discuss how to build a collection, touching on what, where and how best to buy, conserve and display a collection. This will be great for collectors of all levels, whether they collect photographs because the images speak to their heart, their bank account, or both. This is a very rare opportunity for collectors to hear firsthand about the most important aspects inherent in building a successful collection.

Friday, June 3

Free Lecture

Stephen Mayes

Restructuring the Photographic Practice

12-1:30 PM
Two Battery Wharf, Lower Level 1

Stephen Mayes of VII Photo takes an optimistic look at the opportunities facing photographers as we move into the second decade of the 21st century.

Free Lecture

Todd Hido

Sources & Influences

2-3:30 PM
Two Battery Wharf, Lower Level 1

In this lecture, artist Todd Hido will review his work from the past 20 years through the context of his artistic process, and the sources and influences that inform his practice.



Christopher Chadbourne

Free Panel Discussion

Smart Marketing Strategies for Photographers

Panelists: Christopher Churchill, Boston-based photographer; Kristina Feliciano, New York City-based writer and content strategist; Stella Kramer, Pulitzer Prize-winning photo editor
Moderator: Alison Zavos, Deputy Photo Editor, *Inc.* Magazine; Publisher/Managing Editor of the photography blog, *Feature Shoot*

4-6 PM
Two Battery Wharf, Lower Level 1

This panel discussion will provide photographers with ideas about how to market their work. Topics will include self-promotion; proven strategies for editorial, commercial and fine-art publicity; ways to prepare submissions for contests and online magazines; advice about how to capitalize on media attention; and clever and effective social-media strategies.

Free Public Opening & Celebration

Fresh Works: A Sampler of New England Photographers

Curators: Paula Tognarelli, Griffin Museum of Photography; George Slade, Photographic Resource Center, Boston University

7-10 PM
Two Battery Wharf, Lower Level 1

New England's photographic bounty is plentiful due in part to the tremendous conflux of influence from its universities, cultural institutions and gallery sphere. Brought together by Paula Tognarelli and George Slade, *Fresh Works* is an eclectic sampling of ten contemporary New England photographers rising on the scene with bodies of work that are now just being shaped to fruition.



Toni Pepe

Saturday, June 4

Free Lecture

Bruno Ceschel

Self Publish, Be Happy in 35 Contemporary Photobooks

12-1:30 PM
Two Battery Wharf, Lower Level 1

Self-publishing is a powerful cultural and economic phenomenon. An army of creative publisher/photographers is proving that this phenomenon is here to stay, shaking the art-publishing world in the process. Experimentation, boldness, love for the printed object and a desire to be heard are some of the traits manifested in the 35 self-published photobooks that Bruno Ceschel has chosen to present. From the stapled fanzine to the traditionally printed photobook, these publications not only shape our understanding of the medium but offer exciting and, sometimes, radical ideas.

Free Lecture

Susan Bright

Auto Focus: The Self Portrait in Contemporary Photography

2-3:30 PM
Two Battery Wharf, Lower Level 1

This lecture will look at the creative and logistical decisions made in putting a book together from the author's point of view. It concentrates on the different approaches to self-portraiture and the author's relationship with the artists.



Bruno Ceschel

Free Panel Discussion

The Future of Photobooks

Panelists: Andy Adams, flakphoto.com; Michael Itkoff, photographer and founding editor of *Daylight* Magazine; Miki Johnson, social media consultant and writer; Shane Lavalette, photographer and editor/publisher at Lay Flat; Alan Rapp, writer/designer/publisher
Moderator: Stephen Mayes, VII Photo

4-6 PM
Two Battery Wharf, Lower Level 1

Despite belt-tightening at most publishing companies, photobooks are experiencing a renaissance in the midst of the digital revolution. Moderator Stephen Mayes will guide an interactive tour through many of the questions that surfaced during the *Future of Photobooks* project: from "What is a book?" and "Why make or buy a book?" to "Will self-published photobooks ever be profitable?"

Public Opening & Celebration

Flash Forward Sangria Party

4:30-7 PM
Outdoor Patio Area 3

What would a successful photo festival be without inviting everyone to join in the hoisting of a few glasses? Meet the presenters, promoters, publishers and producers of *Flash Forward Festival Boston* at this very special affair. This is not only an excellent opportunity to gather with fellow members of the creative community to recap the previous few days of fun, but also a chance to network and get to know the teams behind the event. All are welcome to this party, kicking off Saturday night with tasty sangria.

Sunday, June 5

Last day to see

Flash Forward Festival

Come take a look at the exhibitions or walk along the harborwalk. Whatever you choose to do on your Sunday, don't miss the opportunity.

11 AM-7 PM



Melinda Gibson

