

THE PRINT CENTER

Seminars for Professional Artists with Mary Virginia Swanson at The Print Center in April 2020



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**The Long Term Personal Project:
From Concept to Audience**
Sunday, April 19, 10:30am–4:00pm

Small Group Personal Project Reviews
Monday, April 20, 10:00am–4:00pm

The Long Term Personal Project: From Concept to Audience Limited to 35 participants

When an idea for a project becomes clear and the passion to produce new work takes hold, an artist begins a unique journey unlike any other. Understanding your desired audience and the impact of your project are critical to achieving the expectations and results you desire.

In this one-day seminar, through a series of visual presentations and discussions, Mary Virginia Swanson will lead participants through the essential steps of thorough research and wise decision-making to create work that is authentic in both its creation and presentation with the strongest possibility of sponsorship, exhibition and publication.

Topics include:

- Developing project concept and defining audience.
- Identifying/establishing relationships with sponsors, collaborators and venues.
- Researching/testing production materials appropriate to desired audience.
- Defining marketing strategies to share work in production with industry professionals.
- Expand presence to print, web and social media platforms through which to share the project content.

Swanson will share relevant examples of project promotional materials from her library with participants.

WHO IS ELIGIBLE TO ATTEND Photographers who have identified a project topic or have begun production on a project that they hope to share with larger audience.

COST \$50 for non-members/\$25 for members plus optional box lunch \$15.

Click here to register. To verify membership and receive a discount code, call Mikaela Hawk at 215.735.6090 x1

Small Group Personal Project Reviews

Limited to 8 participants

Prerequisite: *The Long Term Personal Project: From Concept to Audience*

A daylong opportunity to discuss your current photographic project with Mary Virginia Swanson. Each participant will share work from their project in a 30-minute session with Swanson, observed by fellow participants.

Participant's projects may be in the early or middle stage of production, or nearing completion.

Swanson will offer her advice to participants on next steps, likely sponsors, collaborators and best practices to employ throughout the life of the projects to ensure the work reaches its target audience(s).

Session Schedule: 10:00, 10:40, 11:20, 12:00, (lunch – brown bag or local eatery) 1:15, 1:55, 2:35, 3:15, group closing/wrap up 3:45 – 4:15.

WHO IS ELIGIBLE TO ATTEND Open to 8 photographers who attended Swanson's one-day seminar *The Long-Term Personal Project: from Concept to Audience*, on Sunday, April 19th.

COST \$100 non-members /\$75 members (lunch not included).

Click here to register. To verify membership and receive a discount code, call Mikaela Hawk at 215.735.6090 x1

Private Consultations in Philadelphia

Ms. Swanson will be available for a limited number of private consultations in Philadelphia during the week of April 20th for those who prefer to book private, one-on-one sessions.

Visit the MENTORING section on her website (www.mvswanson.com) for information for first time clients. Existing clients should contact assistant@mvswanson.com directly to book their sessions.

About Mary Virginia Swanson

Mary Virginia Swanson is an educator, author and entrepreneur in the field of photography, and a respected advisor to artists and arts organizations. Unique in our field, her broad background includes exhibiting, collecting, licensing and marketing photographs and affords her a range of perspectives on making and marketing art. Swanson consults to a range of internationally respected artists, organizations and institutions.

Swanson co-authored (with Darius Himes) the acclaimed *Publish Your Photography Book: Revised & Updated* (2014). She is an expert on the growing market for photobooks, reflecting both the relative ease of self-publishing and the rise of the collectible photographic artist book.

An active contributor to the photography community, Swanson frequently serves as a judge for contemporary photobook competitions, a portfolio reviewer, and lectures on professional practices at academic institutions. She serves on numerous advisory boards, aiding organizations to provide relevant programming and plan for the future.

Swanson received the Focus Award for Lifetime Achievement in Photography from the Griffin Museum in Boston in 2013 and was named 2015 Honored Educator by the Society for Photographic Education.

www.mvswanson.com/Instagram @maryvirginiaswanson