

# THE PRINT CENTER

## Bringing your Project to Publication: A Survey of Possibilities A Photobook Seminar with Mary Virginia Swanson

**Saturday, April 20, 1 – 6:30pm**

Register early – space is limited

The journey to bring your completed project to book form can take many paths: utilizing “print-on-demand” technology, working closely with an experienced team of publishing professionals and choosing to self-publish and/or produce your book in small or limited editions. Depending on the role of a publication in your artistic practice, there is much to consider well in advance of making decisions.

**1 – 2pm** “To Be Published, or Self-Publish? An Overview of Options,” with Mary Virginia Swanson

**2:15 – 5:15pm** Panel “Creating a Photobook,” with Laurie Churchman, Lynne Farrington, Gianluca and Gianmarco Gamberini of L’Artiere, Will Harris, Gregory Eddi Jones, John Joyce, Andrea Modica and Ron Tarver

**5:30 – 6:30pm** Book signings and Reception (participants are welcome to bring books to share and sell during the reception, register early, space is limited\*)

**Cost: \$50 (\$40 for Print Center Members\* and students)**

\*To reserve space for sharing books, become a member or verify membership, email [mhawk@printcenter.org](mailto:mhawk@printcenter.org)

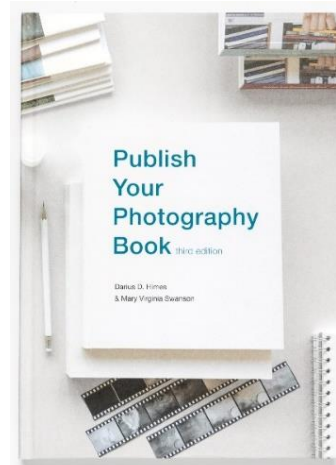
[Register here](#)

### About Mary Virginia Swanson



Photo: Allison V. Smith

Mary Virginia Swanson is an author, advisor and educator who has dedicated her career to helping artists find the strengths in their work, identify appreciative audiences, and present their work in an informed and professional manner. A respected contributor to the field, she frequently serves as a judge at contemporary photography and photobook competitions, conducts public presentations at festivals and lectures at numerous colleges throughout the year. Swanson is co-author with Darius Himes of *Publish Your Photography Book*, now in its updated and expanded Third Edition (Radius Books, 2023).



Darius D. Himes and Mary Virginia Swanson, *Publish Your Photography Book*, 2023, courtesy of Radius Books. Photo: Brad Trone

## Seminar Details

### To Be Published, or Self-Publish? An Overview of Options

In this richly illustrated “big picture” presentation, Swanson will explore the differences and similarities between seeking and securing a traditional publisher for your work vs. assuming all aspects of self-publishing your project. This presentation will cover the pros and cons of different approaches, advice on gaining knowledge surrounding production options and critical resources to help bring your book to its ideal audience.



*Publish Your Photography Book* spread, 2023, courtesy of Radius Books. Photo: Brad Trone

### Panel Discussion – Creating a Photobook

Our distinguished panel of experts will share their experience and knowledge of all facets of creating photobooks. The panelists/areas of expertise include:

- **Laurie Churchman**, Designlore – Book Design
- **Lynne Farrington** – Director of Programs/Senior Curator, Special Collections in the Kislak Center, University of Pennsylvania
- **Gianluca** and **Gianmarco Gamberini**, L'Artiere, Bologna, Italy – Publishers
- **Will Harris** – Photographer, shortlisted for a First Book Award by Paris Photo–Aperture PhotoBook Awards, 2021
- **Gregory Eddi Jones** – Self-publishing artist
- **John Joyce** – Photographer developing his first book
- **Andrea Modica** – Photographer who launched her career with a photobook, and now has many published works, including *Catholic Girl*, 2023, with L'Artiere
- **Ron Tarver** – Photographer working on the final stage of his forthcoming *The Long Ride Home: Black Cowboys in America*

There will be ample time for Q & A at the end of each session.

**Questions?** Ask [info@printcenter.org](mailto:info@printcenter.org)