

THE NEW YORK PHOTO FESTIVAL 2010 TO TAKE PLACE MAY 12–16

**CURATED BY VINCE ALETTI, ERIK KESSELS, FRED RITCHIN AND
LOU REED**

**THREE YEARS IN, ORGANIZERS HAVE SUCCEEDED AT CREATING
THE U.S.'S FIRST INTERNATIONAL-LEVEL PHOTOGRAPHY FESTIVAL**

The New York Photo Festival (NYPH) grew out of a simple and stark conundrum: New York City, the world's capital of photography, had no major photography festival. In fact, there was no American counterpart to the prestigious festivals of Europe. To fill the void, **Daniel Power** of powerHouse Books and **Frank Evers** of VII Photo Agency—both based in the creative hotbed of DUMBO, Brooklyn—founded the New York Photo Festival in 2008. After debuting to international acclaim, the festival grew in 2009, in spite of the recession. The increasing success, especially given the circumstances, has affirmed the vital demand for the New York Photo Festival, as well as its staying power. The third annual festival will take place **May 12–16, 2010** with expanded programming, more locations across the city, and extended hours.

To help create the festival, Power and Evers select four world-class curators to bring their personal visions of the most provocative and intriguing developments in contemporary photography to the event's main pavilions. For NYPH'10, they have chosen **Vince Aletti, Erik Kessels, Fred Ritchin, and Lou Reed**. The curators' exhibitions will be announced soon.

The New York Photo Festival has become not only an essential destination for photo professionals, amateurs and students from around the world, but also a favorite event of countless art and culture aficionados. The programming includes exhibitions, live performances, slideshows and book signings, in addition to seminars and workshops.

As before, the main festival sites will be in the Brooklyn waterfront community of DUMBO. However, this year, for the first time, events and pre-festival activities will also take place in other parts of the city. This year, the festival organizers will offer free public admission to exhibitions in the main pavilions and reduced reduced ticket prices for events.

NYPH'10 programming will be announced soon.

About the NYPH'10 Curators

Vince Aletti reviews photography exhibitions for *The New Yorker's* Goings On About Town section and writes a regular column about photo books for *Photograph*. He is the winner of the 2005 Infinity Award in writing from the International Center of Photography, where he is currently an adjunct curator. Aletti co-curated "Weird Beauty: Fashion Photography Now" with Carol Squiers and is the curator of "This Is Not a Fashion Photograph," both at ICP; he and Squiers worked together on "Richard Avedon Fashion," the museum's summer 2009 exhibition, as well as on the catalog published by Abrams.

Male, a book of photographs and other artwork from Aletti's personal collection, was published by PPP Editions at the end of 2008. *The Disco Files 1973-78: New York's Underground, Week by Week*, a compilation of record reviews and club scene roundups by Aletti, was released by DJHistory.com in 2009.

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Erik Kessels is a photography curator, writer, and picture anthropologist, and a founding partner and creative director of KesselsKramer, an independent, international communications agency located in Amsterdam. He has curated exhibitions such as “Loving Your Pictures” at the Centraal Museum Utrecht, The Netherlands and at Les Rencontres d’Arles Photographie, France, and has published several books of his images—including the *In Almost Every Picture* series. Since 2000, he has been one of the editors of the alternative photography magazine *Useful Photography*.

Kessels is an editorial contributor for both *BON International* and *Identity Matters*, and he has lectured at the D&AD President’s Lecture and at several international design conferences in Singapore, Goa, Toronto, and Bangkok. He has taught communication at Hallo[®] in Amsterdam and photography at the Gerrit Rietveld Academie, also in Amsterdam. In 2008 he was an artist in residence for the Amsterdam Academy of Architecture, where he curated a celebration of amateurism. For the opening of the world’s first graphic design museum, in Breda, Erik organized an exhibition entitled “The European Championship of Graphic Design.” For the DVD art project *Loud & Clear* he worked with artists such as Marlene Dumas and Candice Breitz. Kessels has made commercial work for national and international clients such as Nike, Diesel, J&B Whisky, Oxfam International, Ben Mobile, and the Hans Brinker Budget Hotel, and has won an Effie, and the Cannes Press Lion (silver) for Ad Agency of the Year and Ad Director of the Year.

Fred Ritchin is professor of Photography & Imaging at New York University’s Tisch School of the Arts. He is the author of *After Photography* (W. W. Norton, 2009) and *In Our Own Image: The Coming Revolution in Photography* (Aperture, 1990), and has co-authored books such as *An Uncertain Grace: The Photographs of Sebastião Salgado* (Aperture, 1990), *In Our Time: The World As Seen by Magnum Photographers* (W. W. Norton, 1989), and *Mexico Through Foreign Eyes: Photographs, 1850–1990* (W. W. Norton, 1993). His essays have appeared in many other books, including *Picture Imperfect* by Kent Klich and *Under Fire: Great Photographers and Writers in Vietnam* by Catherine Leroy. Currently he is working on a new book, *Outside the Frame*, concerning contemporary imagery and social change.

Ritchin is also director of PixelPress, an organization that has created websites, books, and exhibitions that promote human rights and documentary experimentation. He is the former picture editor of *The New York Times Magazine* and *Horizon* magazine, former executive editor of *Camera Arts* magazine, and the founding director of the Photojournalism and Documentary Photography fulltime educational program at the International Center of Photography. Ritchin was nominated for the Pulitzer Prize in public service by *The New York Times* for the 1996 website, “Bosnia: Uncertain Paths to Peace,” which he co-created with photographer Gilles Peress. He also created the first multimedia version of the daily *New York Times* in 1994. Ritchin lectures and conducts workshops internationally on new and documentary media.

Lou Reed is a playwright, poet, musician, and photographer whose photographs have been exhibited worldwide. His third photography book, *Romanticism*, will be released later this year on Edition 7L. He was named a Chevalier de l’Ordre des Arts et des Lettres by the French government and is the recipient of numerous other awards. He was inducted into the Rock and Roll Hall of Fame in 1996 and is a founding member of the legendary band, the Velvet Underground.

Reed released his first suite of electronic mediation music, *Hudson River Wind Meditations*, on the Sounds True label in 2007. In late 2008 Reed released a new album of live electronic music called *Lou Reed’s Metal Machine Trio: The Creation of The Universe*, which inspired two extraordinarily well-received performances by the MM3 in New York, in April of 2009. In December of 2006, Lou Reed premiered the live staging of his masterwork *Berlin* at St. Ann’s Warehouse in DUMBO, Brooklyn; the performance was filmed by Academy Award-nominated director and artist Julian Schnabel.

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Currently Reed is working on several projects including a collaboration with artist Lorenzo Mattiotti on a graphic novel based on his album, *The Raven*; a book of essays on Chen Tai Chi called *The Art of the Straight Line*, which is slated for release in 2009; and continues to co-host a weekly radio show with producer Hal Willner called *The New York Shuffle*.

About the New York Photo Festival

Designed to be an American counterpart and thematic successor to the prestigious European photo festivals Les Rencontres d'Arles, PHotoEspaña, and Visa pour l'Image, the New York Photo Festival creates an international atmosphere of inspiring visual installations, professional and aficionado fellowship and camaraderie, and news-worthy staged presentations, awards ceremonies, and symposia over the course of four-and-a-half days during the busiest photography month in New York City.

The festival was founded and is organized by Daniel Power and Frank Evers. The inaugural NYPH (May 14–18, 2008) proved an astounding success, with over 15,000 tickets sold, 2,500 VIPs and artists, 1,000 members of the international press, packed seating for all day and evening programming events at St. Ann's Warehouse (450 capacity), 20 countries represented in curated and satellite pavilions, 85,000 clicked site visits, 47,000 blog posts, 2.5 million unique visits to www.nyphotofestival.com, 49 media partners, and over 3,000 submissions from 87 countries for the New York Photo Awards (www.newyorkphotoawards.com). The New York Photo Festival 2009 (May 13-17, 2009) was bigger in all respects.

The New York Photo Festival is headquartered in DUMBO, Brooklyn, NY.

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