

# MOPLA

## MONTH OF PHOTOGRAPHY - LOS ANGELES

Media Contact: Elaine Kwong  
ekwong@luciefoundation.org  
www.mopla.org  
EPK available upon request  
310-601-4385

For Immediate Release

**The Lucie Foundation  
presents  
MONTH of PHOTOGRAPHY Los Angeles (MOPLA)  
Opening Night Saturday, April 3, 2010, 7:00 p.m. – 10:00 p.m.  
Featuring Pro'jekt LA Part One. Official exhibitions presented by  
Frank Pictures Gallery and Robert Berman Gallery.  
Bergamot Station - 2525 Michigan Ave. Santa Monica, CA 90404**

*February 10, 2010* (Los Angeles, CA) - The Lucie Foundation will present the 2nd annual Month of Photography Los Angeles (MOPLA) with an opening reception Saturday, April 3, 2010 from 7pm-10pm. Last year's well attended and highly acclaimed inaugural showcase was an immediate success, creating a following for the entire month. MOPLA promises to deliver the most comprehensive celebration of the Los Angeles Photography Community. The city of Los Angeles was incorporated 160 years on April 4th, 1850 and with the support of the Photography Community, MOPLA will showcase the work of 160 Photographers through Exhibitions, Projections and Discussions. MOPLA will also endorse a variety of photographic exhibitions and events that take place during the month of April. As an inclusive event, MOPLA aims to inspire and engage the professional, enthusiast, emerging artist and collector, both young and seasoned. This effort will organize and galvanize the already thriving photography and art community in LA.

Partial programming highlights include:

***Pro'jekt LA - Outdoor Projections***

A five-part series dedicated to projecting photographs onto the walls and spaces in Los Angeles. MOPLA's opening night will feature the first installment of Pro'jekt LA, MEXLA: Our Neighbor Mexico- Through the Eyes of Jeff Antebi, Livia Corona and Marc Smith, hosted by Frank Pictures Gallery. Every Tuesday, starting April 6th through April 27th, Space 15 Twenty located in Hollywood, California, will host weekly, curated projections as soon as the sun sets.

Cost: Free with RSVP to [projections@luciefoundation.org](mailto:projections@luciefoundation.org)

***Fresh Fairs V.I.P. Opening Party*** (April 23, Pier 59 Studios, 2415 Michigan Ave., Santa Monica 7:00 p.m – 10:00 p.m.) - Fresh Fairs is the newest addition to the world of photography. In concert with Foundation's other programs, Fresh Fairs is committed to the presentation, promotion, and nurturing of the medium of photography and its makers. Via innovative and dynamic programming Fresh Fairs brings you Fresh Look: A unique portfolio review and Fresh Dialogues: Insightful conversations from a variety of industry players. We begin the three-day long Photography Fair with the Fresh Fairs V.I.P. Opening Party featuring a sneak-peak at Fresh exhibitors, music and drinks. A benefit event for The Lucie Foundation.

Cost: \$25.00

***Fresh Take*** (April 23rd-25th 2010, during FRESH FAIRS, Pier 59 Studios, 2415 Michigan Ave., Santa Monica) - Fresh Take showcases the personal and meaningful work of photographers, most of whom are without gallery representation or for whom representation is of a mostly commercial context. Fresh Take offers the general public, galleries and collectors an innovative and engaging format in which to access, purchase, and engage with the work alongside its creator. The exhibiting photographers are handpicked by a professional jury of influential members of the photographic arts community and run the gamut from the highly visionary and adept to the dedicated and undeniably talented novice. Exhibitor submissions accepted through March 19th at [www.freshfairs.com](http://www.freshfairs.com)

***Fresh Look*** (April 23-24, 2010)

Fresh Look is the Lucie Foundation's very own juried portfolio review that brings together photographic talent with influential industry-insiders. Through one-on-one reviews Fresh Look gives photographers an opportunity to gain invaluable insight about their work and those reviewing a new avenue for gaining access to passionate and dedicated photographers. Portfolio submissions accepted through March 19th at [www.freshfairs.com](http://www.freshfairs.com).

## Highlight Exhibitions and Events

### ***The J. Paul Getty Center***

Art exhibits exclusive to the world of photography displayed at the J. Paul Getty Museum. Urban Panoramas featuring Opie, Liao and Kim, highlighting images by contemporary photographers, including live demonstrations. Photographer Luther Gerlach demonstrates how to make platinum prints using authentic cameras, lenses, and procedures from the 19th century. Tasteful Pictures, a selection of more than 20 works of art enticed by the subject of food since the earliest years of the medium. A live demonstration by photographer Luther Gerlach on how to make platinum prints using authentic cameras, lenses, and procedures from the 19th century. For more information [www.getty.edu](http://www.getty.edu)

***SnapShop!*** – An all day workshop for LA High School students (April 17, 10am-4pm, Santa Monica City College) - SnapShop! aims to cultivate the photographic minds of the future and for youth to acquire skills that might not be available to them at their home, schools and communities. High School students are paired with established photographers who are able to teach technical and aesthetic skills needed for them to successfully express themselves through the art of photography. Students will learn important tools such as the art of selecting a captivating caption in photojournalism, the process of working with toy cameras, the art of low-light photography, and how to connect your emotions to your images and bring your vision to the next level. Instructors include David Healey, Susan Burnstine, Tom Paiva, Frank Jackson, Meg Madison and Natalie Franco. Admission: Open to pre-registered high school students only, at no cost. For more info, contact [rclark@luciefoundation.org](mailto:rclark@luciefoundation.org)

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### **About the Month of Photography Los Angeles (MOPLA)**

MOPLA's two-fold mission is to advance dynamic programming designed to engage and stimulate the photography community, as well as to present a comprehensive resource of exhibitions and events in April 2010. [www.mopla.org](http://www.mopla.org)

### **About the Lucie Foundation**

The Lucie Foundation's three-fold mission is to honor master photographers, discover and cultivate emerging talent and to celebrate the appreciation of photography worldwide. The photography communities from countries around the globe pay tribute to the year's most outstanding photographic achievements at the annual Lucie Awards ceremony. The Lucies recognize men and women whose life's work in photography merits the highest acclaim by their peers. The winners of IPA Photographer of the Year, the Discovery of the Year and Deeper Perspective Photographer of the Year are announced at the Lucies and are awarded cash prizes and statues. The Lucie Foundation is a 501(c) 3 non-profit charitable foundation. [www.luciefoundation.org](http://www.luciefoundation.org)

The Lucie Foundation | 550 N. Larchmont Boulevard Suite 100 | Los Angeles, CA 90004 | 310-659-0122  
[www.luciefoundation.org](http://www.luciefoundation.org)