



PHOTOBOOK: From the concept to the page

by MARIELA SANCARI

at Verzasca FOTO Festival #verzascafoto17 // 31.08 – 03.09.2017

INTRODUCTION

“A photo book is an autonomous art form, comparable with a piece of sculpture, or a play, or a film. The photographs lose their own photographic character as things ‘in themselves’ and become parts, translated into printing ink, of a dramatic event, that become a book.”

from *The Photobook, A History, Volume III* Martin Parr and Gerry Badger.

In this workshop, we will address all the stages related to creating a photobook: from conceptualisation, sequence, design, selection of format and size up to the technical decisions regarding printing and binding and the different ways to finance and promote your book.

We will review a wide variety of photobooks with a critical approach, focusing in the construction and development of the narrative. The aim is to work in the conceptualisation of each participant’s project, analysing its relationship with materials and formats to communicate our idea and produce a dummy of our book.

TEMARY

1/ The Photobook Panorama: publications in the world, collaborations with publishers, fanzines, financing strategies.

2/ Critical reflection on why and how to publish our work. Analysis of the photographic work of each participant trying to find specific solutions for each book project.

3/ Review all stages of creating a photobook:

Conceptualisation: what experience do we want to convey?

Edition: selection and sequence of photographs in the book.

Design: format, cover, font selection, title. First tests with materials.

Production: printing and binding type, materials, substrates.

Distribution: overview of the different ways to distribute and market our book.

Dissemination: photo books awards, reviews in the press, communication strategies to publicize the book.

4/ Relationship text-image.



REQUIREMENTS

Each participant must bring at least 20-30 printed images (10x15 cm) to work with. They can be photos taken by themselves, cuts, appropriate images, photos from the family album, etc.

Workshop begins Thursday, the 31st of August from 5pm on (first meeting), and finishes Sunday, 3rd of September 2017 at 12 midday.

Working hours: 8:30am – 5:00pm

Teaching language: English / Spanish / some Italian

CONDITIONS

Workshop attendance fee is 230 Swiss Francs (EUR 210.00). Included are:

- Workshop hours;
- Writing materials;
- Meetings / round tables attendance.

Optional:

- Board and lodge in the Colonia in Sonogno (same building as workshop takes place):

CHF 150 (EUR 140) per person, 3 nights, all meals, in a 6-bed dorm (full board)

CHF 200 (EUR 185) per person, 3 nights, all meals, in double room (full board)

Bring your own tent with breakfast only CHF 60 (EUR 55) per person, all m., 3 nights

Single nights or meals may be possible. Contact us!

BIOGRAPHY of Mariela Sancari

Mariela Sancari was born in Buenos Aires, Argentina in 1976. She lives and works in Mexico City since 1997.

Her work revolves around identity and memory and the way both are mingled and affected by each other. She examines the thin and elusive line dividing memories and fiction.

She has received numerous awards for her work: winner of the VI Bienal Nacional de Artes Visuales Yucatán 2013 and PHotoEspaña Descubrimientos Prize 2014, her work was selected for the XVI Bienal de Fotografía of Centro de la Imagen and received an Honorable Mention in XI Bienal Monterrey FEMSA.

Her first book *Moisés* was selected by several curators and reviewers, such as Sean O'Hagan, Tim Clark, Erik Kessels, Jörg Colberg, Larissa Leclair, Yumi Goto and Colin Pantall, among others, as one of the Best Photobooks published in 2015.

For booking or information write to info@verzascafoto.ch or call +4177 452 97 99. Payments can be done by wire transfer / paypal or settled on place by cash or debit / credit card.