



History and Future

March 2007

The Center for Fine Art Photography is a fast-growing, innovative, non-profit, 501(c)3 organization, based in Fort Collins, Colorado. The Center's mission is to promote the art of photography and to support the creative growth of photographers through its exhibitions, educational programs, publications and by educating the public to the collectable value of photography.

Since its founding in 2003, the Center has gained significant international recognition for exhibitions, collaborations and its creative approach to promoting the art of photography. A measure of growth is the Center's consistent Google ranking in the top 10* of 13 million search returns for *fine art photography*, and the ability to attract some of the leading jurors for its exhibitions. These include Philip Brookman, Senior Photography Curator of the Corcoran Gallery, Washington DC, and Alison Nordstrom, Curator of Photography at the George Eastman House, in Rochester, NY.

Brief History and Accomplishments

The Center for Fine Art Photography was founded in November 2003 hosting a collection of works by the Masters of Photography in Gallery 233. The community response led to the Center hosting its first *International Exhibition of Fine Art Photography* in June 2004, held in the two galleries of the Museum of Contemporary Art. The large regional and international attendance supported the premise that there was a need for an organization dedicated to promoting the art of photography. This resulted in the Center's leasing and remodeling the third floor of the MOCA building, where it has been since October 2004.

- At the end of 2006, The Center for Fine Art Photography had hosted 20 exhibitions, including three annual *International Exhibitions of Fine Art Photography* and 12 themed exhibitions. For these exhibitions, work has been submitted by artists from 68 countries.
- To facilitate participation by international artists and to make it possible to conveniently use international jurors, the Center developed one of the few online submission and jurying programs. This not only makes it easier and much less expensive for artists to submit their work for a juried exhibition, it also makes it possible for highly qualified individuals to jury from anywhere in the world.

*Ranked number 5 on March 4, 2007

- Personal visits to the Center's exhibitions have exceeded 32,000 since October 2004.
- On September 15, the Center installed the first of four traveling shows to the Denver International Airport. The exhibitions will run continuously through July 2007. In March 2007, two overlapping shows will exclusively occupy all the art exhibition space in DIA's galleries, and the exhibition space on all concourses.
- In January 2006 the Center began publishing *Artists' ShowCase*,tm an eight-page insert in *CameraArts* magazine featuring the work of sixteen photographers. With the November 2006 issue, *Artists' ShowCase* became a 16-page feature section within the magazine.
- The Center launched *Artists' ShowCase – Online* on July 1, 2006 - a website dedicated to promoting the sale of fine art photography. The first work sold within two days.
- *Artists' ShowCase Annual Collection*, a CD consisting of all exhibited work in the previous year, is distributed internationally to selected collectors, consultants, curators and educators – providing artists with extensive visibility.

Educational Programs

The Center's international exhibitions and public education programs have until recently been the principal focus of its efforts. The Center has provided regional educational programs since June 2005. To bring the experience of photography to a wider audience the Center plans to produce a series of 30-minute educational programs for public broadcast beginning in the 3rd quarter of 2008. Additionally it is now providing monthly Forums for regional photographers and workshops for photographers at levels of interest.

Future Plans

Since its inception, The Center for Fine Art Photography has exceeded growth objectives by developing innovative strategies to serve a fast growing audience of photographers of all ages and at every level of interest. With the technological advances in cameras, printers and inkjet paper, the number of people who wish to excel at some level of photography continues to grow exponentially. The Center's plans for the decade include programs and facilities that will address the needs and interests of photographers, from amateurs to professionals.

2007

- **Accredited Photography Classes**

In association with a regional university the Center will provide local classes that compliment the university's photography program.

- **Worldwide Chapters**

Using the Center's expanding Ambassador program, currently 32 Ambassadors in six countries, the Center will begin to develop a network of Chapters in prominent art regions.

- **Educational TV Series**

The Center will begin producing an educational series for public broadcasting. The series will provide programs that benefit every level of interest, with emphasis on enhancing skills in photography and printing. Airing is scheduled for mid 2008.

2008

- **International Festival of Fine Art Photography**

Similar in concept to the International Photojournalism Festival in Perpignan, France, the festival will focus the world's attention on photography as an art form and expressive media. It is anticipated this unique event to photography will draw more 5,000 people the first year for the four day event.

2010

- **Masters of Fine Art Photography Program**

The Center will begin providing a Masters of Fine Art Photography program in association with a regional university. This program will incorporate the talents of leading photographers and educators from around the world.

- **The Center for Fine Art Photography**

The Center will open a world-class, 45,000 square foot facility with three galleries, classrooms, bookstore and atrium dedicated to promoting the art of photography and supporting the growth of creative artists.

