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# LAST FRAME

April 2006

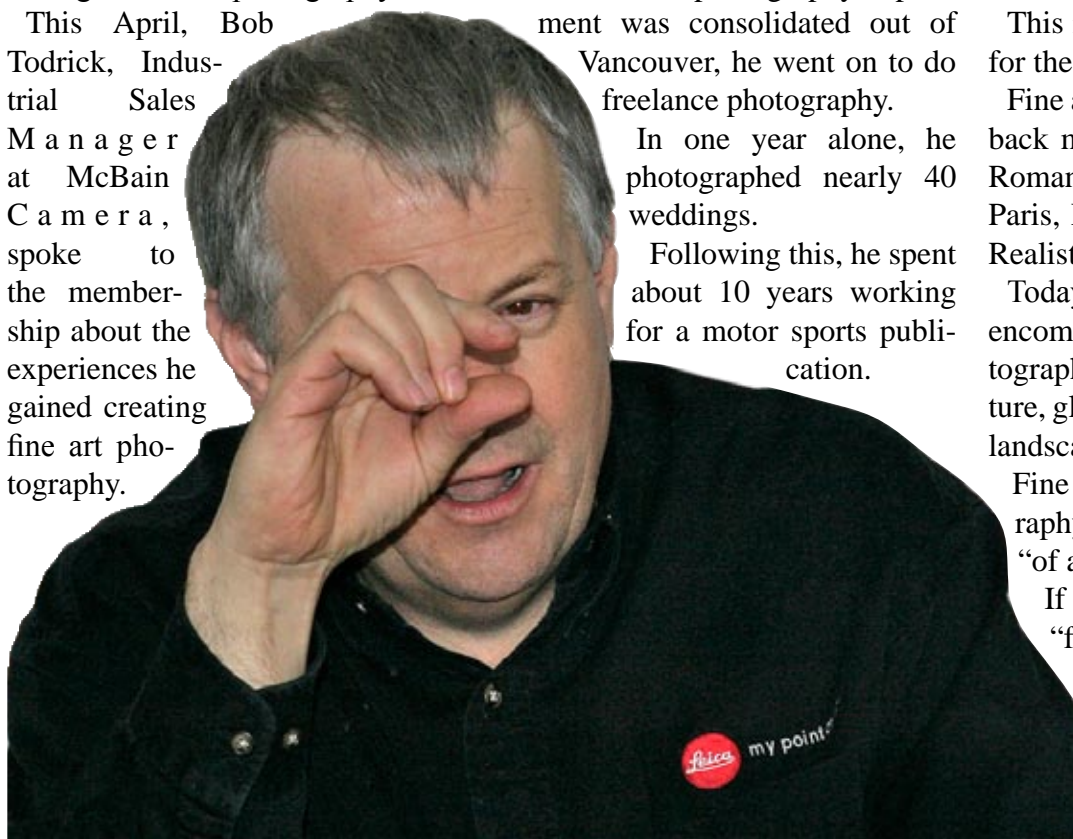
St. Albert Photo Club's Monthly Newsletter

## *Fine Art Photography*

In the month of March, members of the St. Albert Photo Club visited the premises of Tu Gallery in Edmonton.

In addition to showing and discussing their woodwork and glasswork pieces, they talked about how they approach the acquisition and selling of fine art photography.

This April, Bob Todrick, Industrial Sales Manager at McBain Camera, spoke to the membership about the experiences he gained creating fine art photography.



Fine art photographer - Bob Todrick

Bob supplemented this by concluding his discussion with some tips on self-publishing.

Bob began conducting fine-art photography in the early 1970s before going on to shoot professionally.

By the late 1970s, he was shooting for The Bay department store, but when their photography department was consolidated out of Vancouver, he went on to do freelance photography.

In one year alone, he photographed nearly 40 weddings.

Following this, he spent about 10 years working for a motor sports publication.

But soon there came a time in his life when he did not even want to pick up a camera, so he took an extended vacation to California and Nevada.

Upon his return, he decided to get a day job so he could return to what he liked doing the most -- creating fine art photography.

This is what he has been pursuing for the past 15 years.

Fine art photography can be traced back many years, to the soft-focus Romantics, the Surrealists in Paris, France in the 1930s, and the Realists of the f/64 Group.

Today, fine art photography encompasses many genres of photography, including still life, portraiture, glamour and fashion, as well as landscape and nature photography.

Fine art photography is photography done, in Bob's own words, "of and for itself."

If you conduct photography "for hire", it is not considered to be fine art photography.

In addition, it is not photography commissioned for someone to purchase.

It should, however, be something close to your

MAY GUEST  
SPEAKER  
Richard Wear

MAY  
COMPETITION  
"Open"

Click here to  
access our  
website

JUNE GUEST  
SPEAKER  
None

JUNE  
COMPETITION  
Wind-up Dinner



heart and not what you think someone may buy.

You do it because you love to do it!

As a recommendation, Bob suggested that you pick a theme or project, such as old buildings, café culture, or nudes, and then photograph that project exclusively for a period of time.

Thinking and working through that project is perhaps the best way to develop a cohesive body of work.

The Group of Several. Bob was a member of the Group of Several, comprised of about 12 Edmonton-based photographers, whose mission was to promote photography as an art form in Alberta.

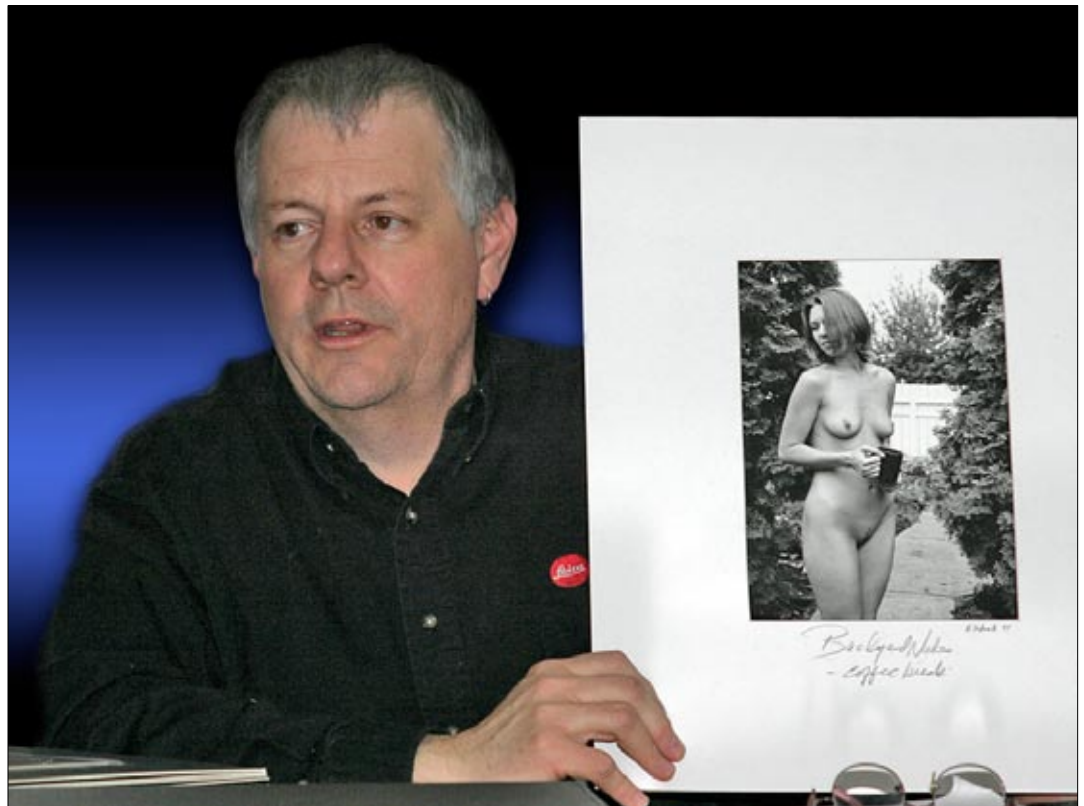
This was done primarily

*“Fine art photography, however, is a hard sell in the Edmonton art market.”*

through gallery exhibitions around the province.

Fine art photography, however, is a hard sell in the Edmonton art market.

If you intend to sell your photography, you must



Bob Todorick with one of his pictures in the series Backyard Nudes entitled “Coffee Break”.

break out of the Edmonton-area market.

In his own research around the West, Bob described Edmonton’s art market as a “Velvet Elvis” market.

So, how exactly do you get your work out there?

Take 20 of your best slides, preferably along a related theme, and then submit them to various art galleries.

Don’t take rejections personally, but you must be ruthless in your editing process.

Submit only your very best, with no “filler” material.

You don’t go into the fine art market to make a handsome income.

You do it for self-edification, both morally and spiritually.

In a 30-piece exhibit, if you can sell 3 or 4 framed prints, you should be able to recover your costs.

In the Edmonton market, for example, a 16” X 20” print, properly matted and framed, sells in the \$400.00 range.

To ask a photo buyer or art collector to slap down \$400 or more for one framed print often makes them reconsider how good an investment this really is.

It had better be an outstanding image that they can display year-round.

However, if you lay down a \$60 book in front of them, this could be a much easier sell.

Book publishers, however, will not touch you if you do not have a recognizable name.

<p>St. Albert Photo Club Vol:5 Issue:7 PUBLISHED MONTHLY September - June</p>	<p><u>PRESIDENT</u> Derald Lobay</p>	<p><u>SECRETARY</u> and <u>TREASURER</u> Allen Skoreyko</p>	<p><u>PROGRAMME</u> <u>DIRECTOR'S</u> Derald Lobay Doug Poon</p>	<p><u>CLUB</u> <u>CONTACT</u> Doug Poon (780) 973-7035 dougpoon@shaw.ca</p>
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Also, publishing a book can be an expensive venture, costing thousands of dollars.

Famous nature photographer, Art Wolfe, mentioned in a recent interview, that he doesn't make much money from the books he publishes.

However, the stock sales that he generates as an off-shoot from those images, justifies for him, competing in the retail book market.

In a limited run book contract, handled locally, say for 100 books, would cost around \$7000.

Enter the home computer and self-publishing software.

Ex Edmonton Journal photographer Steve

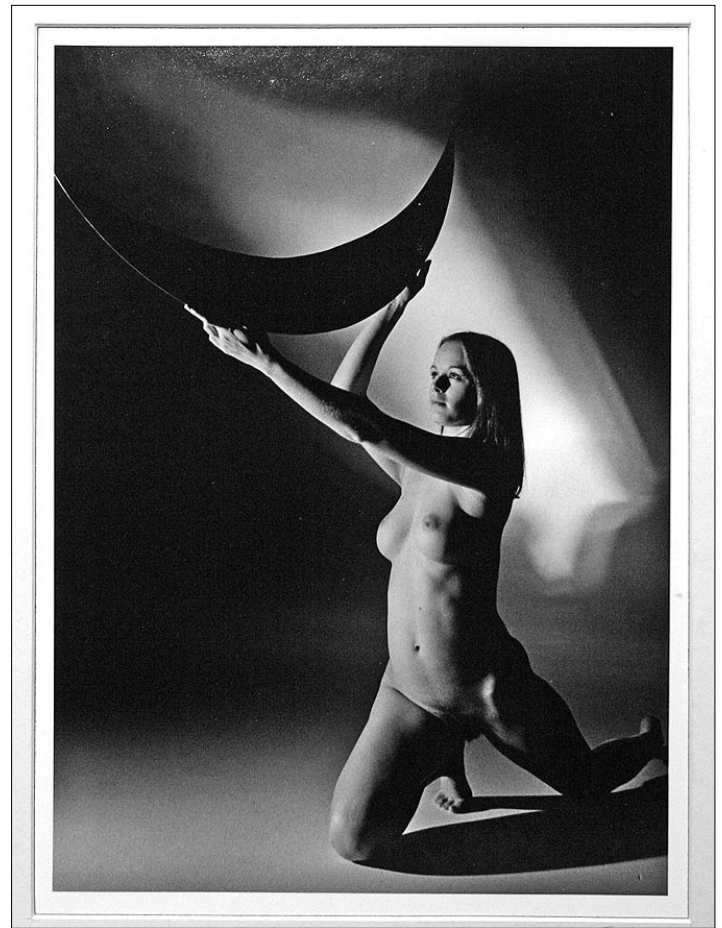
Simon, now based in New York City, used his self-published book, "Healing Waters," as a portfolio to send to publishers displaying his work.

He now gathers assignments from major publishers as result of this marketing tool.

By learning proper scanning techniques, having an understanding of page-layout software, and a do-it-yourself attitude, you could cut your costs by about \$4000.

The story-telling ability that a book provides lends itself very well to this format, and today, it is the best way to showcase your photography.

Article-Derald Lobay



"Diana" from a series by Bob Todrick

## ODDS And ENDS

**FOR SALE:** Epson 2400 printer. Prints 13 inches wide, 7 months old. New \$1050, asking \$750. Includes inks in the printer as well as a new set of inks. Robert Shandro cell phone 920-8427.

**EMPLOYMENT OPPORTUNITY:** The camera dept manager at London Drugs in St. Albert asked if anyone at the camera club would be interested in part time employment. Part time photocopier/camera dept., hours could range anywhere from 12-40 per week depending on season. 12 hours would be the minimum, typically evenings and weekend coverage requirement. Customer service and/or camera /photo experience helpful but not necessary- we will train. Please contact Connie or Pam at 458-8277 for further information.

**FOR SALE:** Pentax 1000 with 50 mm f1.7 lens for sale. Almost new. \$80.00 or best offer. Mufty at muftynbill@shaw.ca

**PHOTOGRAPHY CONTEST:** (From Louise Stewart) Miss y'all. My husband's publishing company is running 2 contests each month in the Report Magazine that you may want to enter (magazine available at Chapters): Monthly Photography Contest (prizes change each issue) Looking for the best scenic photo of western Canada each month. Image should be at least 300dpi; somewhere from a 1.5 MB to 4 MB size. Send high resolution digital file to: publisher@canmediapublishing.com

**FOR SALE:** 7000i Minolta MAXXUM SLR incl: Minolta 3500xi flash, PS-1100/OC-1100 off-camera flash shoe & cable, MAXXUM AF 28-80/3.5-5.6 (62mm), MAXXUM AF 70-210/4.5-5.6 (49 mm), Tokina AF 20-35/3.5-4.5 (72mm) = \$300

(original packaging for most items). Also remote release cord for Minolta XTsi (\$20). Louise Stewart at blstewart@shaw.ca

**FOR SALE:** Canon A2E \$200, Canon 430EZ flash \$125. Dave Dodge at 780-701-7196.

**FOR SALE:** Pentax MZ5n complete with 35-80mm lens, strap, All Instruction Manuals, Pentax FG battery holder ( allows you to use AA batteries ), Tele-Converter (TC-DC58), Conversion Lens Adapter, K Mount Adapter, UV filter and LowePro Mini Mag AW Bag. Bill Hilton at 419-3366 or whilton@shaw.ca

**FOR SALE:** Nikon FM2, FE2, 2 drives, 24 f2.8, 55 f3.5, 105 f2.5, 135 f2, 300 f4.5, Chromega D5 enlarger with three lenses, vivitar flash, etc. Offers? Bob Mummery at 204-867-3816 or 204-867-7000 e-mail: editor@minnedosatribune.com

**FOR SALE:** 1980s-era Vivitar 70-210mm zoom lens for Pentax K1000 or Pentax ME Super. Lens has macro setting at 70mm. Will accept Nikon 17-35mm f/2.8 AF-S zoom lens as possible trade - including lens hood. Derald at 458-0771

**FOR SALE:** Pentax SLR system, 6 years old, for sale. Excellent lenses compatible with \*istD series of digital cameras. MX-5N, Pentax FA 28-200 f3.8-5.6 zoom, Pentax FA 50mm f2.8 macro, Sigma 20mm f1.8 DG AF. Also Vivitar K-mount 500mm f8 mirror. Gary George at Gary.George@shaw.ca

**FOR SALE:** Pentax LX w/ 300mm f 2.8 lens includes metal case, 1.4 converter, charger and extra battery for 5fps motor drive. Danny Riedlhuber at d\_t@telusplanet.net or 460-1985

