

THE CLARENCE JOHN LAUGHLIN AWARD

Introduction

The Clarence John Laughlin Award was created by the New Orleans Photo Alliance (NOPA) to support the work of photographers who use the medium as a means of creative expression. It honors the life and work of Clarence John Laughlin (1905-1985), a New Orleans photographer best known for his surrealist images of the American South. The Clarence John Laughlin Award grants one \$5000 prize annually to a photographer whose work exhibits sustained artistic excellence and creative vision.

2012 Juror

Director of the Museum of Photographic Arts in San Diego, California, **Deborah Klochko** has over twenty-five years experience in photography museums as an educator, director, and curator. Ms. Klochko has curated over thirty exhibitions; was executive editor of *see*, an award-winning journal of visual culture; and is the founder of Speaking of Light: Oral Histories of American Photographers. She is the co-author of *Moment of Seeing: Minor White at the California School of Fine Arts*, and *Create and Be Recognized: Photography on the Edge*. She is the author and curator of *Picturing Eden*, *Nancy Newhall: A Literacy of Images* and *Streetwise: Masters of 60s Photography*. Her most recent curatorial effort is *Face to Face: Works from the Bank of America Collection*.

Formerly the director of The Friends of Photography, located at the Ansel Adams Center, she has also worked at the California Museum of Photography; the International Museum of Photography and Film at the George Eastman House in Rochester, New York; and the Prints and Photographs Division of the Library of Congress in Washington, D.C.

Ms. Klochko received her Master of Arts in Teaching, Museum Education at George Washington University in Washington, DC and a Master of Fine Arts in Photography from the Visual Studies Workshop (SUNY) in Rochester, New York.

Deadline

All required materials must be received by the New Orleans Photo Alliance by July 20, 2012.

Eligibility

Both emerging and established photographers residing in the U.S. may apply.

The New Orleans Photo Alliance invites photographers working in all mediums, styles, and schools of thought to apply. Still images made from all photographic processes, both traditional and digital will be considered. There are no restrictions on subject matter or genres. Traditional, contemporary, avant-garde, creative and experimental works that include old and new processes, mixed techniques, and challenging personal and emotional statements are all welcome. Still photography or photographic techniques should be integral to the works submitted.

Application Fee

Application fee is \$25. Application fee + NOPA membership: \$60.

How to Apply

Applications will only be accepted online at the New Orleans Photo Alliance website.
www.neworleansphotoalliance.org

Work Samples

Applicants must submit a portfolio of 10-20 image files representing a cohesive body of work. Applicants should demonstrate the ability to build a strong series of images. If your work is best communicated visually by showing its physical nature, you may use one or more of the required images for installation or detail views.

Written Statements

Applicants must submit a written statement explaining their images, process and intent. The purpose of the statement is to give the juror a better understanding of your work while they are viewing it. Your statement should be clear, concise and relate to the work samples you submit. Applicants will also be required to submit a bio or resume and a brief “description of work” summary.

Judging Criteria

The main criteria for selection will be the strength of the applicant’s portfolio and written statement.

Selection and Notification

If more than 100 applications are submitted, a committee of independent curators and photographers will prescreen all submissions and select 100 portfolios to present to the juror. The juror will select a single winner. At the juror’s discretion a select number of finalists will be asked to submit a print portfolio for the final decision. Finalists will be notified by August 20 and required to mail portfolios to the juror at their own expense by September 10.

The winner will be announced on October 1, 2012. The recipient’s portfolio will be featured on the New Orleans Photo Alliance’s website for one year.

Application Requirements

1. A \$25 application fee, to be directed through Paypal immediately after your application has been successfully uploaded.
2. A portfolio of 10 - 20 images. Images can originate in any format but must be submitted digitally through our online application process.
3. Each image submitted should be in jpeg format, 12 inches on the longer side, sized at 72 pixels per inch, saved at the highest setting available (usually 10 or 12). Name your files with your last name then first name and image title using underscores to separate. Example: Doe_Jane_ImageTitle.jpg
4. Each image submitted will also require a title, dimensions, materials (specifying print medium, i.e. toned silver gelatin print) and year created. Each image file and its accompanying information will be entered and uploaded one at a time. You will have the opportunity to review and rearrange the sequence of your portfolio after all files have been uploaded.
5. A concise description of work, limited to 260 characters maximum, in which you may summarize your content and process/technique. This brief description will be visible to the juror alongside your thumbnail image portfolio as an initial verbal introduction to your work. (Hint: your elevator speech)
6. A written statement (artist statement) explaining your images, process and intent, 500 words maximum. A one page Word document should be copied and pasted into the “Statement” box *at the beginning of the application form.*
7. Biography or Resume/CV. A one page Word document file should be copied and pasted into the “Resume” box *at the beginning of the application form.* Please be aware that punctuation sometimes shifts during the cutting and pasting process, so proofread online before finalizing your submission.

Rules

By applying for the Clarence John Laughlin Award, you agree to accept the following rules:

The New Orleans Photo Alliance (NOPA) reserves the right to reject applications that are incomplete or improperly submitted.

You acknowledge that you are the sole owner and author of the photograph. NOPA acknowledges your copyright of each image submitted.

You allow NOPA to feature your work without charge in print and on the web in conjunction with the promotion of the award. Recipient agrees to supply a high-resolution image suitable for printing in media upon request. NOPA agrees to provide proper copyright notice on its web site and in all NOPA press releases and related print materials.

NOPA is permitted to add applicants' email and physical mailing addresses to the NOPA mailing list, which is private and will not be shared.

Staff or Board Members of NOPA are not eligible to submit applications.

The recipient is encouraged to donate up to 3 prints to NOPA selected from work submitted for the award and/or work created after having received it. Donated prints will be archived in NOPA's permanent collection and may be exhibited in the future.

Questions? If you have any questions please contact: CJLAward@neworleansphotoalliance.org



**NEW ORLEANS
PHOTO
ALLIANCE**

The New Orleans Photo Alliance is a volunteer run 501(c)(3) nonprofit arts organization. NOPA was formed by a diverse group of photographers in 2006 to encourage the understanding and appreciation of photography and foster community and opportunities for photographers in the Gulf South. NOPA currently serves more than 350 members from Louisiana and throughout the United States. Since its inception NOPA has sponsored numerous photographic exhibitions, workshops and educational programs, including PhotoNOLA, the annual photography festival held each December in New Orleans. NOPA administers two annual \$5000 grants: The Michael P. Smith Fund for Documentary Photography and the Clarence John Laughlin Award.

**New Orleans Photo Alliance
1111 St. Mary Street
New Orleans, LA 70130**

www.neworleansphotoalliance.org