

*For Immediate Release:*

March 7– March 31, 2012

**Winners of the 14th Annual International  
Juried Krappy Kamera® Competition...  
19th Annual Members' Krappy Kamera Exhibition...**

plus *Holga Inspire*, an International Exhibition of 10 Holga Masters



First prize winner, "Absinthe," Matt Cetta, Demarest NJ

**OPENING RECEPTION: THURSDAY, MARCH 8, 6-8 PM**

**Gallery Hours:** Wednesdays – Sundays, 1– 6 PM, and by appointment

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New York, NY – It will soon be that time of the year when Soho Photo Gallery is completely dedicated to the art of the “Krappy Kamera”: three separate shows are scheduled for March. This unique and eagerly awaited exhibition, which the Gallery has fondly termed the Krappy Kamera® Show, will feature images that have been produced using equipment from the low end of the technological scale. The concept underlying this show is that in the hands of an artist, any piece of equipment can be used to create engaging photographs. The Krappy camera includes well-known names such as Diana and Holga as well as obscure junk-store finds and homemade pinhole jobs.

**The March shows include:**

The **International Juried Krappy Kamera Competition** started in response to the tremendous number of photographers who were interested in the Gallery’s Annual Krappy Kamera Show for its own members. With the competition now in its 14th year, 208 photographers from 38 states and 18 foreign countries submitted some 1,400 images for this year’s juror, Rod Slemmons, Curator-at-Large, Museum of Contemporary Photography, Columbia College, Chicago, to view. He selected:

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## **The Winners:**

First Place: Matt Cetta, New Jersey

Second Place: Lisa Schuchmann, Massachusetts

Third Place: Catherine Day, Virginia

**The Honorable Mentions:** DeAnna Foran, Washington; Cecil Gresham, Connecticut; Wendy Phillips, Georgia.

## **Members' Krap Downstairs...**

The **19th Annual Members' Krappy Kamera Exhibition**, featuring the work of 16 Gallery members, will be on display in our front gallery. They're a small group of Soho Photo's finest artists who have banded together to prove that the image is made by the photographer—not the camera. They aim to show how a Krappy Kamera can produce marvelous imagery even though it has little more than a plastic lens and virtually no controls.

## **In the Upstairs Gallery...**

### **Holga Inspire, an International Exhibit of 10 Holga Masters**

Soho Photo and Holga Inspire proudly present the ***Holga Inspire*** exhibition, a widely acclaimed traveling exhibition showcasing a collection of outstanding images created by internationally renowned photographers who use the Holga camera as their artistic expression. The show includes work by Michelle Bates, Susan Bowen, David Burnett, Tammy Cromer-Campbell, Taiju Fubuki, Teru Kuwayama, Annu Palakunnathu Matthew, Pauline St. Denis, Harvey Stein, and Rebecca Tolk.

Since 2009, the ***Holga Inspire*** show has been exhibited in Bangkok, Texas, New York, Massachusetts, Santa Barbara, Los Angeles and Colorado, etc. The show endeavors to showcase the extraordinary artistic potential and creative expression of Holga cameras. In conjunction with the photo exhibition, Holga Inspire is sponsoring "Hack your Holga," a Holga Inspire half-day workshop on Saturday, March 10, 9 AM to 1 PM at Soho Photo with Tammy Cromer-Campbell (details-- <http://tccphoto.com/gallery/workshop.html>) This workshop will help you learn the peculiarities, operation and special characteristics of the Holga.

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Soho Photo Gallery has been showcasing a broad spectrum of imagery by emerging and veteran photographers since 1971. The Gallery is in New York's historic TriBeCa district, three blocks south of Canal Street between West Broadway and Sixth Avenue. Subways: #1 to Franklin Street or the A, C, E, W, N, R or #6 to Canal Street.