

SOHO PHOTO

15 White Street New York, NY 10013 212.226.8571 www.sohophoto.com

For Immediate Release:

Coming in November:

**Winners of Soho Photo's Fourth Annual
Alternative Processes Competition...
A Tribute to Polaroid: Photographs from The Polaroid Collection...
Lois Lord: A Memorial Exhibit**



First prize, Pile #3 ©Jennifer Williams

November 6 – November 29, 2008

Opening Reception: Thursday, November 6, 6 to 8 P.M.

New Hours: Wednesday thru Sunday, 1-6 p.m., and by appointment

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New York, NY— Soho Photo is pleased to announce that its November show will feature the winning entries in its **Fourth Annual Alternative Processes Competition** along with our special guest exhibit “**A Tribute to Polaroid: Photographs from The Polaroid Collections.**” (See separate release.) There will also be a memorial tribute to Lois Lord (1908-2008) who was a Gallery member for over 30 years.

This year's Alternative Processes Competition presents the winning photographs of 28 photographers. More than 500 photographs were submitted that represent the wide range of alternative methods in the show such as cyanotype, Van Dyke Brown, platinum/palladium, gum dichromate, Bromoil, salt print, tintype, and Polaroid transfer. Juror Dan Estabrook, after awarding first, second, and third prizes and three honorable mentions, said “My thanks to Soho Photo for holding this competition. As a practitioner

of these old processes, it's heartening to see this work being kept alive by so many artists. As a fan of handmade photography, seeing such strong and varied work is truly an inspiration.”

And from The Polaroid Collections...

We are honored that the Polaroid Corporation has loaned Soho Photo Gallery one of its premier exhibitions celebrating creative processes in image making. **A Tribute to Polaroid** features 36 color and black-and-white photographs from the iconic Polaroid Collections, illustrating a range of subjects from celebrity portraits to classic nudes, from imaginary landscapes to conceptual musings. For more information about The Polaroid Collections, visit www.polaroid.com/company_info/collection.jsp

Soho Photo is also presenting a memorial tribute to **Lois Lord** that includes 16 of her prints.



Sunflowers ©Lois Lord

Lois Lord became a Gallery member in 1971; she printed in palladium and taught this process in her popular workshops at Soho Photo. An exemplary photographer, Lord was also well known in the art education world: she taught at the New Lincoln School and the Bank Street College of Education. She was an inspiration to generations of students and to her colleagues at Soho Photo.

Also in November, Gallery members who print in alternative processes will show some of their recent work.

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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.

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For Immediate Release:

A Special Exhibition at Soho Photo

A Tribute to Polaroid Photographs from The Polaroid Collections

November 6 – November 29, 2008

Opening Reception: Thursday, November 6, 6 to 8 P.M.

Hours: Wednesday thru Sunday, 1-6 p.m., and by appointment

Media Contact:

POLAROID CORPORATION

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New York, N.Y. — Soho Photo Gallery is pleased to announce the opening of *A Tribute to Polaroid*, an exhibition of color and black-and-white photographs from the iconic Polaroid Collections. Polaroid Corporation, the original source of the magic of instant imaging, has loaned to Soho Photo Gallery one of its premier exhibitions that celebrates creative processes in image making. The exhibition is on view from November 6 through November 29, 2008.

Edwin H. Land, founder of Polaroid Corporation and the inventor of instant, one-step photography, initiated The Polaroid Collections more than 50 years ago. It represents one of the most comprehensive and largest collections of fine art photography in the world comprising more than 16,000 fine art images.

A Tribute to Polaroid features 36 pieces illustrating a range of subjects from celebrity portraits to classic nudes, from imaginary landscapes to conceptual musings. Showcasing the eclectic works of more than 30 internationally recognized artists including Paolo Gioli, Pierre-Louis Martin, Zeva Oelbaum, Franc Palaia, Stephen Petegorsky, John Reuter, John Wood and Natale Zoppis, it also commemorates Polaroid's scientific and artistic achievements.

As Land stated, "The purpose of inventing instant photography was essentially aesthetic – to make available a new medium of expression to numerous individuals who have an artistic interest in the world around them."

About Polaroid

Polaroid Corporation, a company of Petters Group Worldwide, designs, develops, manufactures and markets a variety of consumer electronics products including LCD TVs, portable DVD players, digital cameras, GPS, instant cameras and film, and more, all of which are marketed worldwide. Polaroid offers retailers a merchandising solution through a full line of products backed with one of the most recognized brand names in the world. For more information on Polaroid, visit www.polaroid.com. For more information on The Polaroid Collections, visit www.polaroid.com/company_info/collection.jsp

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