

FOTOFOCUS BIENNIAL OPEN ARCHIVE OCTOBER 2018

FotoFocus Biennial 2018 Participating Venue Materials

Thank you to all the Participating Venues for being part of FotoFocus Biennial 2018: *Open Archive*, the fourth iteration of the FotoFocus Biennial. Please find the attached materials for use in the promotion of your exhibition and programming online and in print. If you need additional materials or have questions, please do not hesitate to reach out to us.

When promoting your participation in the Biennial, you help activate a conversation around the Participating Venues and increase the community's awareness of FotoFocus. We appreciate your support in this endeavor and look forward to a successful and well-attended FotoFocus Biennial 2018.

Promotional Materials

In this document, you now have the official FotoFocus Biennial 2018: *Open Archive* branding mark, FotoFocus Biennial tag, FotoFocus Organizational logo, and language acknowledging FotoFocus sponsorship and Biennial participation for use in all of your online content and printed materials—including websites, invitations, exhibition materials, signage, advertisements, etc. Use of either the Biennial 2018 mark or the new FotoFocus Biennial tag in all promotional materials is mandatory for all Participating Venues.

Included in this document are the following items:

- The official Biennial 2018 mark for promoting the Biennial
- The new FotoFocus Biennial tag for acknowledgment of participation
- The official FotoFocus Organizational logo for sponsorship recognition
- Usage guidelines for the Logos
- Language acknowledging FotoFocus sponsorship for all promotional materials
- Language discussing the theme: *Open Archive*

Social Media

Please be sure to follow us on social media and use the 2018 hashtags when sharing Biennial-related posts.

Accounts to Follow

Facebook: FotoFocusCincinnati
Twitter: FotoFocusCincy
Instagram: FotoFocusCincinnati

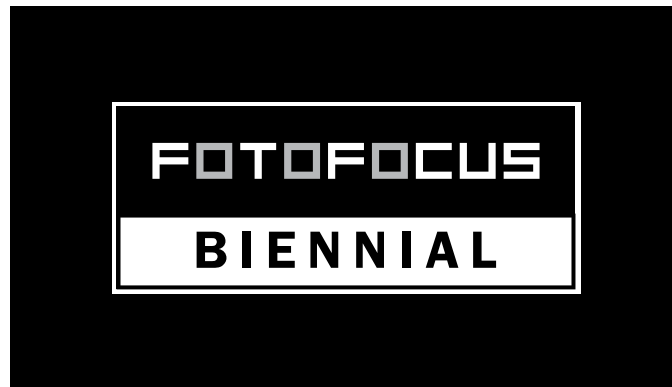
Please use these Hashtags

#FotoFocus2018
#OpenArchive
#FotoFocus

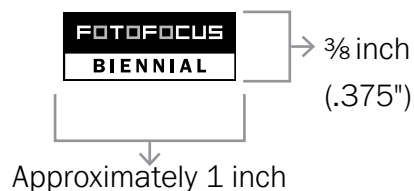
FotoFocus Biennial Tag Usage Guidelines

We are providing a new FotoFocus Biennial tag that should be used to signify your participation in the FotoFocus Biennial in all online content and printed materials, including websites, invitations, exhibition materials, signage, advertisements, etc.

1. The FotoFocus Biennial tag should always be printed in black and white.
2. The artwork contains a white outline so that it can be used on any color background.



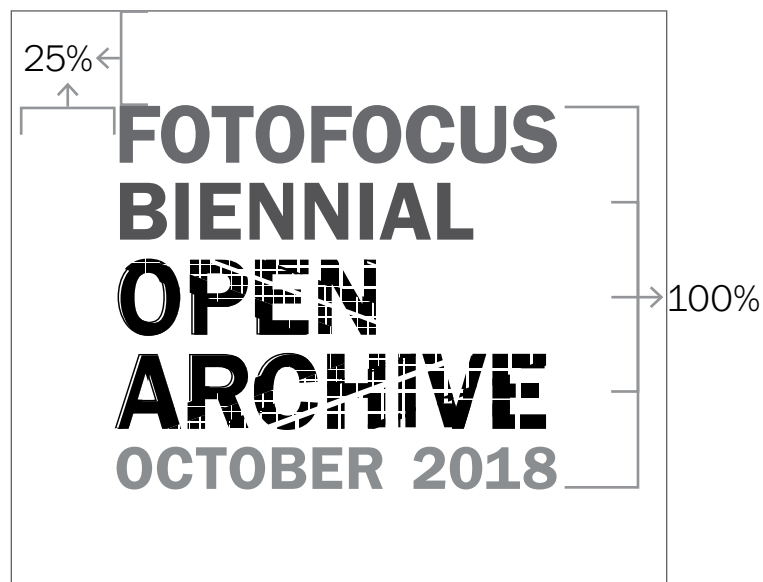
3. The tag should never be printed smaller than 1 inch wide by 3/8 inch tall.



Biennial 2018 Mark Usage Guidelines

When promoting your exhibitions and programming in relation to the Biennial, please use the Biennial 2018 mark.

1. The Biennial 2018 mark should always be printed in the black and white versions we are providing.
2. The minimum amount of white-space surrounding the artwork should equal 25% of the entire height.



3. The mark should never be printed smaller than ½ inch tall.



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FotoFocus Organizational Logo Usage Guidelines

Please use the FotoFocus Organizational Logo when recognizing FotoFocus sponsorship of your exhibition and programming.

1. During the 2018 Biennial, the Organizational Logo should always be printed in the black and white versions we are providing.
2. The minimum amount of white-space surrounding the artwork should equal the height of the individual letters.



3. Logo should never be printed smaller than $\frac{3}{16}$ of an inch tall.



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Sponsorship and Participation Language

Please use the following language to acknowledge FotoFocus sponsorship and Biennial participation for use in all your online content and printed materials, including websites, invitations, exhibition materials, signage, advertisements, etc.

Sponsorship Language

Support for this FotoFocus Biennial 2018 exhibition was provided by FotoFocus.

About the Biennial

FotoFocus Biennial 2018 spans over 80 museums, galleries, and universities across Greater Cincinnati, Northern Kentucky, Columbus, and Dayton, Ohio; and features over 250 artists, curators, and educators. Each Biennial is structured around a unifying theme; for 2018 that theme is *Open Archive*.

About the Open Archive Theme, Brief Option

Open Archive emphasizes the centrality of photography and lens-based art to modernism, and it examines our fundamental need to preserve photographs and to tell stories through their collection, organization, and interpretation.

About the Open Archive Theme, In-Depth Option

Given the proliferation of photographs, past and present, archives are an essential aspect of photography and lens-based works. *Open Archive* explores the unlimited ways in which photographs are organized in archives and the great variety of stories and histories that are drawn from them. From historical archives—photographs in physical institutional archives—to contemporary archives—photographs in personal digital archives and available for open use on the web—*Open*

Archive examines our fundamental need to preserve photographs and to construct narratives through their ongoing production, collection, and organization.

Open Archive also emphasizes photography's centrality to modernism in various artistic mediums. While individual photographs and photographic series have achieved art status through incisive portrayal of subject matter or formal acuity, or some combination of both, archives of photographs offering vast amounts of visual data have provided artists and designers with imagery and also impacted artistic styles and the conception of modern art itself. The sheer abundance of photographs housed in archives, both physical and digital, as well as the easy ability to manipulate, transfer, and appropriate photographs, has offered ample inspiration for artists conceiving of new artistic concepts and forms. From collage, montage, and mixed-media work toward the rethinking of realism and representation in movements such as Dada and Surrealism, photographic archives have formed a basis for most of the largest innovations in visual modernism. *Open Archive* seeks to explore the significance of the photo archive, past, present, and future.

Social Media, Facebook Events

When creating a Facebook Event to promote your programming, please Include the following in the description:

[Exhibition or Program Title] is a part of the 2018 FotoFocus Biennial. Now in its fourth iteration, the Biennial spans over 90 projects at museums and galleries across Greater Cincinnati, Northern Kentucky, Columbus, and Dayton, Ohio; and features more than 250 artists, curators, and educators.

NOTE: Please do not use the FotoFocus logo as the dominate image in your event header