



## Kevin Moore is making FotoFocus cool



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(Photo: The Enquirer/Jeff Swinger)

Kevin Moore wants to fill seats at FotoFocus Biennial 2014, but not because he needs to sell tickets.

The artistic director and curator for Cincinnati's second-ever festival of lens-based art will define success not based on tickets sold, but by energy

generated.

He wants to light a spark.

How, why or where it might happen, he's not sure. He only knows that's why he's spent good chunks of the last two years in Cincinnati, and back home in New York cajoling friends and other luminaries of the photography and fine art world to come to Cincinnati for the better part of a week, Wednesday through Oct. 12.

It's why he agreed to curate six exhibitions, running concurrently, each of which would be worthy of a trip to Cincinnati on its own.

His role in helping create the still-new, still mostly-undefined FotoFocus is in many ways a perfect job for Moore: He's a trained academic with a Ph.D. in art history from Princeton, who ultimately rejected the slow pace and white box of life at a college or museum for the freedom of writing, teaching, independent curating and advising private collectors.

"I love the openness of this," Moore says. "I love the feeling that we're doing something that's like what galleries do, like what museums do, but isn't quite."

FotoFocus is all that, and under Moore's careful curation, a larger discussion about the medium. Photography is both underdog in the art world, yet perfect partner to other art forms. New technologies are changing what's possible.

"I think it's important to acknowledge that it's a broad discipline and can be many things," he says. "That's what's so great about it."

Indoors at Memorial Hall, you'll be able to see an art film, hear a lecture on photography and the Civil War from a curator at the Metropolitan Museum of Art, see a wild performance by filmmaker John Waters, then head back outdoors to the José García-designed ArtHub in Washington Park to check out a wall of Instagram photos.

Moore wants to attract the region's students – and neighbors from Over-the-Rhine.

"It's really not about filling seats, but about making a difference for somebody. That's the whole reason to teach. To know that at some point you woke someone up. To help someone discover something they didn't know about. It's a very powerful feeling – and it's even more powerful for them to experience it." ■

### **About Kevin Moore**

Moore is artistic director and curator of FotoFocus. Originally from Kansas City, he now lives in New York City and works as an independent curator, writer and teacher.

He has a Ph.D. in art history from Princeton University (and once dreamed of a life as a college professor). He also has worked in the curatorial departments of the Metropolitan Museum of Art in New York and the Fogg Art Museum at Harvard University.

Moore has carved a unique career outside the box of either academia or museums. His work with FotoFocus allows him to share work he loves, make sense of it, and spark discussions. In the second edition of FotoFocus, Cincinnati also benefits from both his scholarship and his strong connections across the art world.

In 2010, Moore curated well-received exhibition at the Cincinnati Art Museum, *Starburst: Color Photography in America 1970-1980*. "The show is as much about the decade as it is about photography," Moore said at the time.