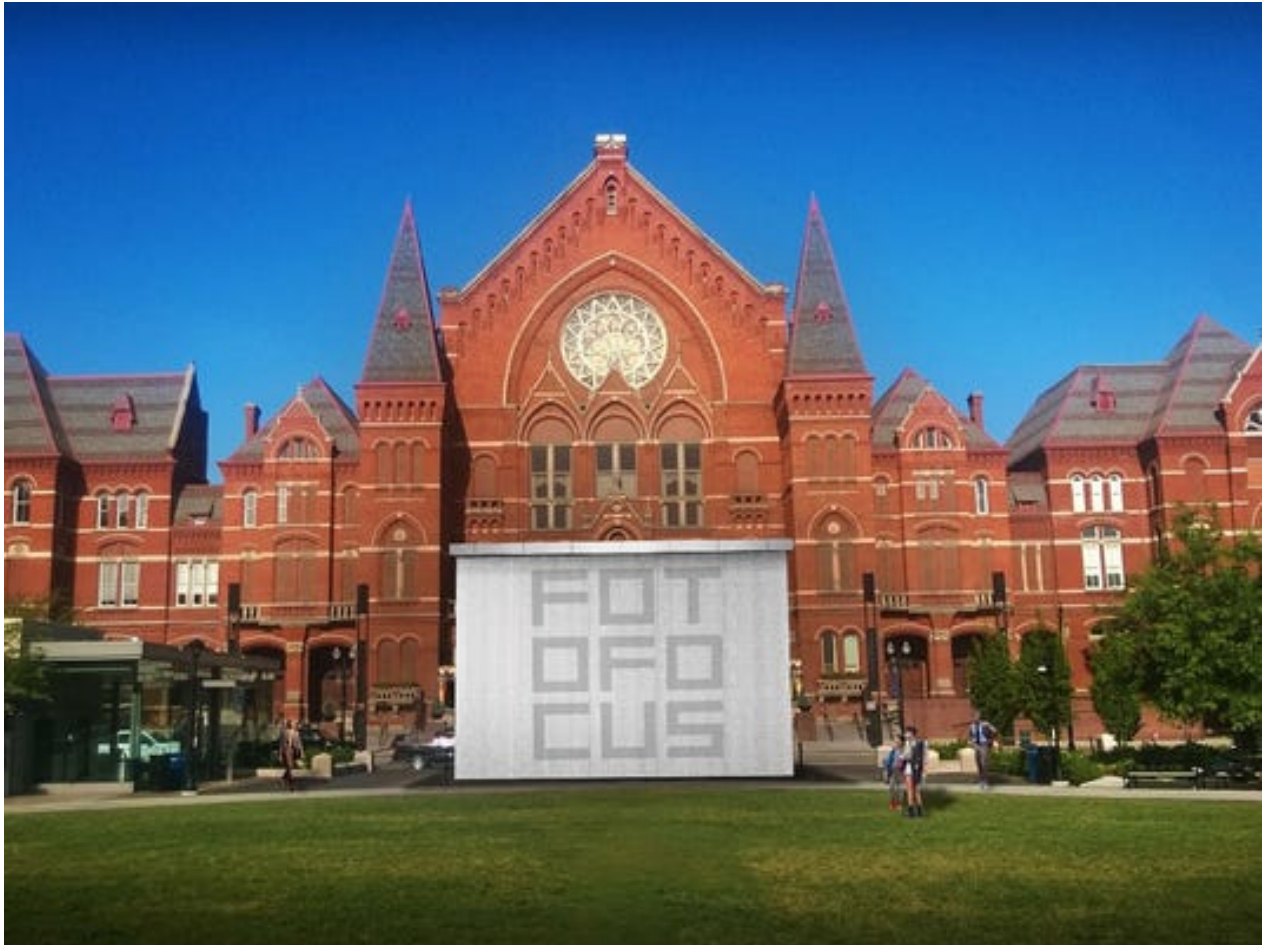


FotoFocus features Instagram exhibit

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(Photo: Provided)
CONNECTTWEETLINKEDINEMAILMORE

In early October, a 25- to 30-square-foot cube with two layers of parachute serving as "walls" – designed by architect José García – will be erected in Washington Park.

Inside will be a large screen, and furniture selected by García to create an interesting type of playroom. It will be lit at night.

Among the dozens of exhibitions at FotoFocus Biennial 2014 this fall – from high art photography to Cincinnati-based photography, from documentary photography to landscapes and films about photography – is this one: "FotoGram@ArtHub," the most populist of exhibitions.

Twenty people with large Instagram followings are being invited now to be the core group of Instagrammers to help create a livestream of FotoFocus activities. The list includes Cincinnatians and artists participating in FotoFocus. Others who want to join the core group will be able to submit their work for review. But anyone with an Instagram account attending part of FotoFocus can join in by using #FotoFocus2014.

"Every conversation you have about art photography these days, somebody brings up Instagram," said Kevin Moore, a New York-based curator of lens-based art and artistic director and curator for FotoFocus. "It used to be digital. 'What is the impact of digital on art photography? In the last year or two, it's 'What is the impact of Instagram on art photography?' That's not really answered yet."

But, Moore said, "It's part of photography. Photography has always been high and low and all over the place."

The FotoGram feed also will show simultaneously at Memorial Hall, 21c Museum Hotel and Neon's Unplugged, on 12th Street, west of Main.

It's one of six exhibitions from Moore. The others are decidedly more "high art" and opportunities for Cincinnatians to take advantage of Moore's connections and expertise. Among them: a selection of Vivian Maier photographs, and an exhibition that for the first time attempts to interpret her works; a set of art films showing a connection to photography that debuted in Los Angeles in April; and a show subtitled "Western Romance," a dialogue of David Benjamin Sherry's modern landscapes in conversation with historic works by photographers like Ansel Adams and Edward Weston.

Moore says there are people who are now quitting their jobs to make a living from what they post on Instagram. They're hired by public relations firms to attend events and "instagram" the events for thousands of their followers.

FotoFocus could have done the same thing to try to promote itself around the world. But that's not what this is about.

"It's meant to be fun," Moore said. "It's a bit of an experiment. We're just kind of doing it our way and specifically for Cincinnatians and people attending this event."

FotoFocus Biennial 2014

What: An every-two-years event that explores photography and lens-based art, held in Cincinnati, and concentrated in the fall months. The first FotoFocus was held in October 2012.

When: The first major exhibition opens at the Contemporary Arts Center Sept. 12, the first large-scale U.S. show by Taiyo Onorato and Nico Krebs, curated by Kevin Moore. The core of programming is Oct. 8-12, and most exhibits last through Nov. 1.

Where: Exhibitions throughout the region. Lectures and discussions at Memorial Hall, adjacent to Washington Park, Over-the-Rhine.

Cost: Lectures, screenings and special performances will require a ticket. Passport tickets will be available at different levels, ranging from \$15 (student) to \$150 (full/special events access). Some venues will have their own admission fees. Some events, including receptions and artists talks, will be free. Tickets go on sale next month.

For information: Visit fotofocusbiennial.org.