The Photo Book Industry from a Photographer’s Perspective

Keliy Anderson-Staley
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Why do many photographers see the printing press as an ultimate destination for their work?
Dueling Career Pressures for a Fine Art Photographer
Employed as a Professor
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  - can be self-published and limited to a very small edition, provided the “right” people see it.
Publication options for Photographers

• University presses
• Commercial presses
• Small presses that either fund the book or require financial contribution
• Self-publishing platforms like Blurb
• Limited edition artist’s books sold through book fairs and other venues
Almost all these options require financial contributions from the artist, blurring the line between self-publishing and traditional peer-reviewed publication.
Kickstarter & Other Crowd-Funding

• A peer review of sorts
• Also a popularity contest
• Campaign is part of artist’s social media brand
• Books, the primary reward for supporting the campaign, are pre-sold
• Amount raised determines quality
• Artist must aggressively promote the book before it even exists; sell on reputation
Richard Renaldi, Touching Strangers, Aperture, 2014
Touching Strangers: Photographs by Richard Renaldi

by Aperture Foundation

885 backers
$80,943 pledged of $10,000 goal
0 seconds to go

Funded!
This project was successfully funded on August 5, 2013.

A Special-Edition Book of Photographs by Richard Renaldi

New York, NY

Share this project

aperture.org

See full bio  Contact me
Every breath we drew: Photographs by Jess T. Dugan

by Jess T. Dugan

"Every breath we drew" explores the power of identity, desire, and connection through portraits of myself and others.
Jen Davis
Eleven Years
Kehrer Verlag
Single Edition Artist’s Book
Self-Publishing Through Blurb

Off the Grid
Keliy Anderson-Staley
Off the Grid
Solo Periodical “Book”
Solo Periodical “Book”

KELIY ANDERSON-STALEY
[hyphen] AMERICANS

August 8–October 14, 2011
Reception: Thursday, October 6, 5pm

LIGHT WORK

Robert B. Menschel Media Center
210 Waverly Place
Syracuse New York 13244

Gallery hours are 10am to 6pm Sunday through Friday, except for school holidays.
Kelly Anderson-Staley
On a Wet Bough

In a Station of the Metro
The apparition of these faces in the crowd;
Petals on a wet, black bough.
—Ezra Pound
Waltz Books, a New Independent Publisher
Books

TRADE EDITIONS
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Nothing
John Gossage
FROM: $70 | BUY

On a Wet Bough
Keliy Anderson-Staley
FROM: $65 | BUY
Tia-Simone and Erica from On a Wet Bough
by Keliy Anderson-Staley available from Waltzbooks.com
Online resources for finding self-published photobooks.

MENTIONED IN THIS TALK:

Kickstarter: https://www.kickstarter.com/discover/categories/photography
(As well as Indiegogo, Hatchfund, etc.)

Daylight: http://daylightbooks.org

OTHER ONLINE RESOURCES:

Photo-eye, of course!!!: https://www.photoeye.com

FlakPhoto: http://flakphoto.com

Larissa Leclair’s Indie Photobook Library: http://www.indiephotobooklibrary.org

Facebook PhotoBook Group: https://www.facebook.com/groups/photobookgroup/

Aperture First Book Prize Shortlist: http://www.aperture.org/photobookawards/