

HOUSE *of* LUCIE



OVERVIEW:

House of Lucie was established in 2016 by Hossein Farmani as contemporary photography spaces to showcase the extraordinary work of the Lucie Award Honorees, as well as to discover, collect and share the work of local and international photographic talent. House of Lucie is dedicated to excellence in the art of photography and actively embraces changes in the photographic market building on cultural cues and working with emerging artists. Additionally the house of Lucie Centers for Photography hold the permanent collection for the Lucie Award Honorees photographic work as well as a public space for rotating exhibitions, workshops, lectures, and events to promote photography to as wide an audience as possible.

OBJECTIVE:

Currently The House of Lucie is located in Budapest, Iran, and land has been acquired in Italy, France, Greece and Thailand. In the United States satellite House of Lucie's are located in Los Angeles and Orlando. We look to expand and seek historic build-

ings or land to build a House of Lucie to showcase the work of the masters of photography and promote local and international photography talent.

ORGANIZATION BACKGROUND:

The House of Lucie is a part of the **Lucie Foundation**, established in 2004, whose three-tiered mission is to honor master photographers, discover and cultivate emerging talent and promote the appreciation of photography world-wide (luciefoundation.org). The signature program of the Lucie Foundation is the Lucie Awards, established in 2003. The Lucie Awards is an annual gala ceremony that celebrates master photographers and their contributions to the field of photography. Since its inception over 160 masters of photography have been awarded including Henri Cartier Bresson, Mary Ellen Mark, Steve McCurry, Annie Leibovitz, Gordon Parks, Sebastiao Salgado, Lillian Bassman, Lord Snowdon, Dawood Bey, Tsuneko Sasamoto and Peter Magubane. Honorees are determined each year by the Lucie

Awards advisory board in the following areas: Lifetime Achievement, Achievement in Fine Art, Achievement in Portraiture, Achievement in Fashion, Achievement in Photojournalism, Achievement in Documentary, Achievement in Sport's Photography, Humanitarian Award and the Impact Award which is given to a photographer whose work has made a substantial impact with the year (lucies.org).

The Lucie Foundation also supports the field of photography; giving emerging photography scholarships yearly, open call photography competitions, the Photo Book Prize, newsletters and membership.

SUMMARY:

The House of Lucie is seeking to expand it's mission through acquiring space and/or land to build museums or galleries to become public spaces to promote the appreciation of photography worldwide, to honor master photographers, to discover and promote emerging talent, and to give a voice to local and national photographers.

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