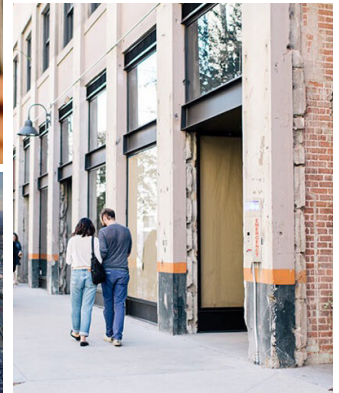
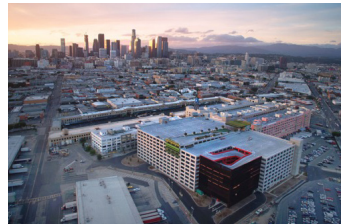
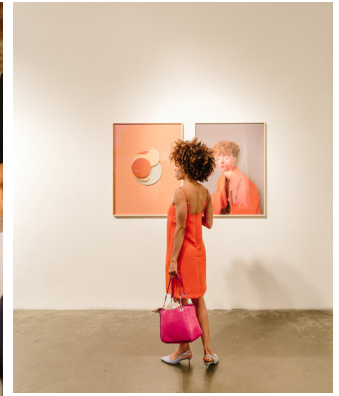


# CALL FOR PHOTOGRAPHERS



## HOUSE OF LUCIE Los Angeles @ Row DTLA

CENTER FOR PHOTOGRAPHY

### OVERVIEW:

House of Lucie Los Angeles will provide high-end professional photographers with a venue to show curated work. This beautiful space is newly located at the distinguished creative complex called the Row DTLA, a historic district thoughtfully reimagined for creative space, retail and art. Sprawling over 30 acres—from 7th Street to 8th Street, and from Central Avenue to Alameda Street—the mixed-use property straddles the rapidly changing boundary between the Arts District and the Industrial District.

The House of Lucie Los Angeles at the Row DTLA will be a new gallery for photography shows, book signings, lectures and sales of photography in a creative retail space. Photographers will be asked to participate by invitation only. The goal will be to host carefully curated exhibitions and grow a continued audience of interested buyers.

### OBJECTIVES:

You have been invited to take part in the House of Lucie Los Angeles gallery @ Row DTLA, a new retail space. Packages will

include an opening evening event and later in the week a lecture, panel discussion and/ or book signing. All promotion will be included through the PR division of The Row and the PR generated by the Lucie Foundation. Sales of your work may include prints, books, and any other photo product associated with the gallery exhibition.

### EXHIBITION PACKAGE INCLUDES:

- Promotion from The Row DTLA and The Lucie Foundation
- Install the show
- Opening evite going to 50,000 creatives and photographers
- Light refreshments
- Lecture Invitation (75-100 attendees)
- light refreshments for lecture
- Sales of work and merchandise for the duration of the exhibition (25% commission)

### COST:

#### ONE-WEEK SHOW

- Installation of show
- Opening with invitation and light refreshments
- Lecture with invitation and light refreshments
- PR from the Lucie Foundation and ROW DTLA
- Sales of work and merchandise during duration of the show

**\$2500**

(all printing and framing will be the responsibility of the photographer)

#### TWO WEEK SHOW

- All benefits above
- Plus, Closing Show with light refreshments

**\$4,000**

Customized opportunities available upon request

\*drinks include beer and wine only

Contact Alice Dison for more information: [adison@luciefoundation.org](mailto:adison@luciefoundation.org)