



VISIONS FROM THE YOUTH OF AMERICA: SPONSORSHIP PROPOSAL

Overview:

At a pivotal moment in our history, Lucie Foundation and Minor Matters are launching Lucie Witness, to see the United States today through the eyes of our youth.

Purpose:

- Foster intergenerational conversations between youth visionaries of the future and current icons of the medium, building a shared understanding of the power of communicating through images.
- Highlight regional organizations teaching photography to our youth

- Connect young people to the history and future of photography through a book featuring their work and the words of masters of photography
- Draw national attention to the work of youth photographers and the institutions supporting their visual knowledge

Project Description:

Lucie Witness elevates and centers the vision of American youth, engaging regional organizations dedicated to young photographers such as SALT/NYC, Youth In Focus/Seattle, First Exposures/San Fran-

cisco, and Las Fotos/Los Angeles to present a representative, equitable cross-section of our population.

Lucie Foundation and Minor Matters, with the support of our sponsors and partners, will:

- Solicit work through regional youth photography organizations
- Facilitate conversations between youth photographers and Lucie Masters
- Select, edit, and present youth work in book form, including their voices and that of Lucie Masters



Chelsea Book, Suquann Alexander, SALT



Jonathan, SALT



Juliana, 17, First Exposures, San Francisco



Adele J., Age 15, Spring 2020, Photography as a Digital Story, Virtual Session

Youth in Focus.org

Digital Silver Imaging (DSI) will produce a quality photographic print for each young photographer, as well as create an online website to promote print sales to support the various organizations and young photographers associated with Lucie Witness.

WE WILL ACHIEVE THE GOALS THROUGH:

- Reflecting US census demographics in the youth and masters photographers selected
- Harnessing our collective reach of almost 100k facebook users, almost 50k instagram followers and 142,000 email subscribers to promote the regional organizations, young photographers, and resulting book
- Facilitating conversations and exchange between young photographers and masters in the field

Methodology and Timelines:

Lucie Witness will engage with organizations around the nation that serve youth photographers to garner submissions that speak to the current key concerns or interests of our country as identified by young photographers.

The Lucie Foundation will solicit written and/or video responses from Lucie honorees—internationally acclaimed masters in photography—for their responses and reactions to the work, to inspire and encourage young imagemakers.

From works submitted, Minor Matters and Lucie Foundation will develop a framework for a book.

Working independently and in collaboration with galleries and museums, Minor Matters, one of the only art photography imprints led by a woman of color, has developed and published twenty hardcover books by art practitioners nationally that “bring insights and cadence to the worlds we occupy.” This will be its first youth-driven publication. Minor Matters will share information from the editorial, design, and production aspects of the process with the youth contributors, to extend their knowledge about photographic books and the publishing process.

Summary:

Lucie Witness will be the catalyst to showcase the vision, hopes and dreams of youth photographers across America by bringing together many regional organizations and highlighting their constituents’ stories nationally.

In addition, Lucie Witness will facilitate an intergenerational dialogue between young image makers and icons of the medium—the Lucie masters of photography. A book produced by Minor Matters will be an enduring platform for the vision, truths and voices of today’s youth, and the power of photography.



Andrew Morocho, Smell, SALT



ACH, Untitled, SALT



Andrew Morocho, Sight, SALT

About Us:

The Lucie Foundation is a 501(c)3 non-profit charitable foundation. www.luciefoundation.org. Lucie Foundation's mission is to honor master photographers, recognize current photographers, discover and cultivate emerging talent, and promote the appreciation of photography worldwide. The foundation presents year-round programming to support emerging photographers through Lucie Scholarship Program and master photographers through The Lucie Awards. Other programs include The Lucie Photo Book Prize, The Story Behind the Image, open calls, exhibitions, talks and workshops.

Minor Matters - Founded in 2013, Minor Matters is a collaborative publishing platform, making books through the engagement of our international audience. We highlight underrepresented voices in contemporary art, and preserve our present for the future through publishing their work. At Minor Matters, we recognize that significant art and ideas may stay on the fringes without the support of a community. Like us. With you.

Everyone who buys our books in pre-sales is listed as a co-publisher—we're making books together. <http://www.minormattersbooks.com>

Support Needed:

We invite your company to become a sponsor of Lucie Witness. Customized sponsorships will be created to meet the needs of those who participate in partnering with Lucie Witness. There will be a great deal of press, promotion and recognition of the program through Minor Matters and the Lucie Foundation's social media networks. In addition to lending your support of this program there will be multiple branding opportunities, ways to get involved with talks, customized book options, an open dialog with all the youth and organizations involved with Lucie Witness, and opportunities to gift products.

Contact Info

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