

FOTOFEST

READING THE REVIEWERS

Mary Virginia Swanson - FotoFest 2021

1. LOCALS, OR "MEET AGAIN"

Consider whether meeting with reviewers who are "local" to you, or **individuals you have met with before** makes sense for you at this time.

2. MAKING A MATCH

Based on the theme or subject of your work, consider which museums, galleries, magazines and corporations are 'like-minded,' sharing an interest in or commitment to your subject area.

3. EXPAND YOUR HORIZONS

The wide range of individuals serving at this portfolio review offer the chance to learn about many diverse cultures and global markets for photography. Consider selecting a broad range of individuals to meet with in order to learn about new-to-you markets (i.e. meet a photo editor, agent, art consultant for the first time), the interest in photography in their country/culture (i.e. meet international festival directors) and more.

4. SEEK EXPERTS ON YOUR SUBJECT AREAS

Consider exploring a new project idea with specific reviewers due to geographic proximities, cultural similarities, curating work within this subject area, and more.

NOW THAT YOU KNOW WHAT YOU WANT, BEGIN YOUR RESEARCH OF INDIVIDUAL REVIEWERS

5. START BY ORGANIZING REVIEWERS BY "TYPE" *USA, first; then foreign-based Reviewers*

Participating as reviewers at FotoFest 2021 are:

Museum Curators, University Art Museum Curators, Commercial Galleries, Community Spaces, Corporate Art Consultants, Private Collectors, Photobook Publishers, Magazine Photo Editors / Photo Researchers, Photo Festival Directors, and Independent Advisors

6. BASED ON CRITERIA ABOVE: RESEARCH REVIEWERS BY "TYPE"

7. MAKE REVIEWER CHOICES, and DETERMINE HOW HIGH TO RANK THEM

Assemble your top choices, consider your desire to see them and how popular they may be with fellow attendees, and rank accordingly. (ALL reviewers must be included in your rankings).

8. CONTINUE TO RESEARCH WHEN YOU KNOW YOUR SPECIFIC MEETING ASSIGNMENTS

Once you have received your assignments, the deepest research on these individuals and their institutions begins to ensure you have thoroughly studied all those that you will be meeting with.

9. KEEP YOUR RESEARCH: You are likely to meet with these reviewers again one day!