FOTOFOCUS: A Look Inside The Lens

September 20, 2012

Doug and Mike Starn. Doug + Mike Starn: Gravity of Light. Cincinnati Art Museum in collaboration with FOTOFOCUS Cincinnati Fall 2012, conceptual rendering of installation.

Here at SPYCINCY we are especially fond of pictures. As a medium, photographs have a powerful responsibility to capture the integrity of a moment and in that moment tell a story. Beyond video, pictures hold together the past, present, and future better than most other artistic forms, and with the ever popular apps like Instagram and Camera+, I'd say the photograph is the status update of our generation. It's almost as if the event didn't happen unless you snap a picture for all of your followers to see.

That being said, Cincinnati is eager to kick off the inaugural biennial FOTOFOCUS festival. If you are just getting the memo, let me fill you in. FOTOFOCUS is a nonprofit arts organization that champions the ubiquity of photography and its important role in contemporary culture. The idea for the festival began as discussions in May 2010, and from those initial meetings a group of 15 or so committee members have built FOTOFOCUS organically – as the largest and most dynamic photography festival in the region. Mary Ellen Hoeke is the PP director while James Crump (chief curator at the Cincinnati Art Museum) and Raphaela Parlow (Director of the Contemporary Arts Center) are the co-chairs.

The spectrum of work that will be on display over the course of this month long festival scream something that belongs in New York or Paris. Which is to say this is a top tier, high brow event. (That's just how we roll.)

FOTOFOCUS recaptures the spirit of Cincinnati's legacy as an epicenter of art production and creative exchange and seeks to reinvigorate that spirit for the 21st century. Acting as a catalyst and dialogue for Cincinnati's legacy as an epicenter of art production and creative exchange and seeks to reinvigorate that spirit for the 21st century. Acting as a catalyst and dialogue for Cincinnati’s legacy as an epicenter of art production and creative exchange.

So how can you get involved? I'm glad you asked. The organizers of the festival have created the ZOOM Passport Series. For only $70 you gain access to some of the best events throughout the month.
Some of the highlights of the ZOOM Passport include:

**Friday, September 21**
Image Machine: Andy Warhol and Photography
CAC Members Opening from 7-10 p.m.

**Thursday, October 4**
Herb Ritts' L.A. Style
Cincinnati Art Museum from 6-8 p.m.

**Friday, October 5**
SIDESHOW Kick-Off Party
Backstage Theater District Alley from 8 p.m. to 1 a.m.

**Wednesday, October 10**
Musical Portraits from Heber Springs: Bill Frisell's Disfarmer Project
The Emery Theatre from 8 to 9:30 p.m.

**Saturday, October 20**
Photographic Installations by Jordan Tate and Anthony Pearson
Voltage Gallery from 11 a.m. to 1 p.m.

**Saturday, October 27**
[CARNIVAL: Halloween Closing Party](#)
Haunted Historic Thompson Estate from 8:30 p.m. to 2 a.m.

Although nothing is set, the committee members have already been in talks with key partner venues for the 2014 FF festival. Moreover, the plan in off years is to have FF speakers and exhibitions to keep the discussion going. But that's getting ahead of ourselves. The real story is about what's happening in a few short days.

If you want to be a part of one of the best artistic festivals in the region – possibly the country – then purchase your ZOOM Passport Series today.

*Don't forget, if you want to share some of your own pictures with the ISPYCINCY community, then sign up for U-SPY now. That way, when you are at FF events snapping pictures you can tag #spycincy Instagram and your pictures will show up on the U-SPY photo feed.*