

# SELF-PUBLISHING RESOURCES

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Mary Virginia Swanson

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## TABLE OF CONTENTS

About Mary Virginia Swanson	2
Custom Digital and Offset Producers	3
Selected Print-on-Demand Sources for Photo Books & Zines	3
Photobook Blogs & Resources	4
Selected U.S. Photography and Photobook Fairs	5
Publishing Industry Opportunities & Awards	6
Photobook Competitions	7
Photobook & Artists' Book Education	8
Books of Note	9
Independent Book Stores That Carry Self-Published Photobooks	10

### **ABOUT MARY VIRGINIA SWANSON**

*Mary Virginia Swanson is an author, educator and advisor who helps artists find the strength in their work identify appreciative audiences and present their work in an informed, professional manner. Swanson co-authored with Darius Himes the acclaimed *Publish Your Photography Book: Revised & Updated* (2014) and continues to stay current on the growing market for photobooks, reflecting both the relative ease of self-publishing and the rise of the collectible photobook market.*

*From concept to design and from production to promotion, *Publish Your Photography Book, Revised & Updated*, is the go-to resource for anyone in the process of publishing or self-publishing a photobook.*

## CUSTOM DIGITAL AND OFFSET PRODUCERS

*One of the most exciting developments in self-publishing is the increasing presence of ‘custom’ publishers, those that utilize a range of printing technologies for your publishing project (some, like Conveyor, combine historic printing/binding capabilities with their in-house HP Indigo digital press). For special small run titles, or placing a special cover on limited edition copies, consider what a custom publisher can produce for you. - MVS*

Book Dummy Press, New York, New York – [bookdummypress.com](http://bookdummypress.com)

Brilliant Graphics, Exton, Pennsylvania – [brilliant-graphics.com](http://brilliant-graphics.com)

Conveyor Arts, Jersey City, New Jersey – [conveyoreditions.com](http://conveyoreditions.com)

Edition One, Berkeley, California – [editiononebooks.com](http://editiononebooks.com)

Horse & Buggy Press, Durham, North Carolina – [www.horseandbuggypress.com](http://www.horseandbuggypress.com)

Paper Chase Los Angeles, California – [shop.paperchasepress.com](http://shop.paperchasepress.com)

Shapco Printing, Minneapolis, Minnesota (full-service commercial printing house) – [shapco.com](http://shapco.com)

## NEWSPRINT PRODUCERS

*If your project warrants visibility to a wide audience at an affordable price, consider newsprint (ala Louie Palu’s CONCEPT NEWSPAPERS – all four were produced at Linco, as well as the newsprint piece included in his recent Yaffo title FRONT TOWARDS ENEMY (2017). - MVS*

Linco Printing, Long Island City, New York – [lincoprinting.com](http://lincoprinting.com)

## SELECTED PRINT-ON-DEMAND SOURCES FOR PHOTO BOOKS & ZINES

*I encourage every photographer to ‘test’ their edit/sequence their work by sending that layout to a print-on-demand producer to view single copies as they are closer to final decisions. Whether you then step of to a custom producer to keep this initial print-on-demand version your promotional piece, this can be an extremely valuable exercise. MagCloud is my personal favorite first step towards publication (\$.20/page). I know many artists who build on that first title, updating resume and installation views as their work is more broadly recognized, so that their printed promotional piece stays current. It is a perfect way to produce an impressive exhibition proposal or other such accompanying document. With the ease of producing a single copy of your work in book layout through MagCloud (my personal favorite first-step*

A & I Books – [aandi.com](http://aandi.com)

Apple iPhoto Books – [apple.com/macOS/print-products](http://apple.com/macOS/print-products)

Artifact Uprising – [artifactuprising.com/photo-books](http://artifactuprising.com/photo-books)

Asuka Book – [asukabook.com](http://asukabook.com)

Blurb – [blurb.com](http://blurb.com)

Lulu – [lulu.com](http://lulu.com)

MagCloud (Acquired by Blurb, spring 2014) – [magcloud.com](http://magcloud.com)

Moleskine – [moleskine.milkbooks.com](http://moleskine.milkbooks.com)

Picto Books – [pictobooks.com](http://pictobooks.com)

Pikto (Canada) – [pikto.ca](http://pikto.ca)

## PHOTOBOOK BLOGS & RESOURCES

*This section is constantly evolving, and is of growing interest to the photobook community. Please note that many of these websites have gathered exceptional resource within. – MVS*

ABC Artist' Book Coop – [abcoop.tumblr.com](http://abcoop.tumblr.com)

Bint photoBooks on INternet – [bintphotobooks.blogspot.co.at](http://bintphotobooks.blogspot.co.at)

Claxton/Projects – [claxtonprojects.com](http://claxtonprojects.com)

The Independent Photobook – [theindependentphotobook.blogspot.com](http://theindependentphotobook.blogspot.com)

Indie Photobook Library – [indiephotobooklibrary.org](http://indiephotobooklibrary.org)

*Founded by Larissa LeClair, now housed at Yale's Beinecke Library.*

Josef Chladek "On Photobooks and Books" – [josefchladek.com](http://josefchladek.com)

Little Brown Mushroom Blog – [littlebrownmushroom.com/resources](http://littlebrownmushroom.com/resources)

*LBM has an extensive list of photo book publisher, distributors, booksellers (US, Europe, Japan), and blogs to large to be duplicated here.*

The PhotoBook Blog by Douglas Stockdale – [thephotobook.wordpress.com](http://thephotobook.wordpress.com)

photo-eye blog – [blog.photoeye.com](http://blog.photoeye.com)

Photograph Magazine, "Photo Books" Column by Vince Aletti – [photographmag.com/?s=photo+books](http://photographmag.com/?s=photo+books)

Phot(o)lia – [photolia.tumblr.com](http://photolia.tumblr.com)

Richard Benson, The Printed Picture Lecture at MoMA: The Indigo Printer – [printedpicture.artgallery.yale.edu/videos/indigo-printer](http://printedpicture.artgallery.yale.edu/videos/indigo-printer)

Self Publish Be Happy – [selfpublishbehappy.com](http://selfpublishbehappy.com)

## SELECTED U.S. PHOTOGRAPHY AND PHOTOBOOK FAIRS

*Collecting photography books, be they in the form of artist's books, limited editions or other small-run titles, is on the rise, as evidence by the increasing presence of photobooks within the traditional art fairs. (Annual events unless otherwise noted; those with a primary focus on photobooks are reflected in the title of the fair. - MVS*

*\*Individual artists may apply to be a vendor at these fairs, consider investing in a booth at one of these photobook fairs to sell your title direct to the public.*

### JANUARY – FEBRUARY – MARCH

Art on Paper, New York, New York – [thepaperfair.com/ny](http://thepaperfair.com/ny)

Classic Photographs Los Angeles, Los Angeles, California - [classicphotographsla.com](http://classicphotographsla.com)

CODEX International Book Fair & Symposium\* (biennial, odd years), Richmond, California – [codexfoundation.org](http://codexfoundation.org)

PHOTOFAIRS San Francisco, San Francisco, California – [photofairs.org/san-francisco](http://photofairs.org/san-francisco)

Printed Matter's Los Angeles Art Book Fair\*, Los Angeles, California – [laartbookfair.net](http://laartbookfair.net)

Photo L.A., Los Angeles, California – [photola.com](http://photola.com)

### APRIL – MAY – JUNE

The AIPAD Photography Show (now has photo book section\*) New York, New York – [aipad.com](http://aipad.com)

Head-On Photo Festival, Sydney, Australia – [headon.com.au](http://headon.com.au)

Fotobook Festival Kassel, Kassel, Germany – [fotobookfestival.org](http://fotobookfestival.org)

PGH Photo Fair, Pittsburgh, Pennsylvania – [pghphotofair.com](http://pghphotofair.com)

*Strong presence of photobooks due to Spaces Corners, a great independent bookstore based in Pittsburgh.*

### JULY – AUGUST – SEPTEMBER

Printed Matter's New York Art Book Fair\*, Queens, New York – [nyartbookfair.org](http://nyartbookfair.org)

### OCTOBER – NOVEMBER – DECEMBER

Editions and Artists Book Fair,\* New York, New York – [eabfair.org](http://eabfair.org)

Fine Art Print Fair (IFPDA), New York, New York – [printfair.com](http://printfair.com)

Photo Independent\*, Los Angeles, California – [photoindependent.com](http://photoindependent.com)

PhotoLUX Festival, Lucca, Italy – [photoluxfestival.it/en/photolux/](http://photoluxfestival.it/en/photolux/)

## LISTS TO DISCOVER INTERNATIONAL PHOTOGRAPHY AND PHOTOBOOK FAIRS

*There are many photography festivals across the globe. Use these resources to discover them.*

Art Collecting – [art-collecting.com/artfairs.htm](http://art-collecting.com/artfairs.htm)

Art Forum Guide to Art Fairs – [artforum.com/guide](http://artforum.com/guide)

The Curatorship – [thecuratorship.wordpress.com](http://thecuratorship.wordpress.com)

Festival of Light – [festivaloflight.net](http://festivaloflight.net)

Lenscratch – [lenscratch.com/resources](http://lenscratch.com/resources)

### **For additional Photobook Festival references see:**

“Appendix IX: Publishing Industry Events, Photobook Festivals, and Awards” (pg. 232) from *Publish Your Photography Book* by Darius Himes and Mary Virginia Swanson (Princeton Architectural Press, updated and revised 2014)

## PUBLISHING INDUSTRY OPPORTUNITIES & AWARDS

*If your title has a broad subject (i.e. not a monograph or exhibition catalogue), bringing your book to the attention of a broader audience than photography books can help with sales. Look to the publishing industry at large for awards for these opportunities, “New Title Showcase” and more. - MVS*

The Reimagined Book Expo, The annual publishing industry conference has a section called “NEW TITLE SHOWCASE” – [bookexpoamerica.com/Exhibit/New-Title-Showcase](http://bookexpoamerica.com/Exhibit/New-Title-Showcase)

*From the BEA website: “The Reimagined New Title Showcase at BookExpo/BookCon is the #1 place to launch your new print or ebook title. Created in partnership with Combined Book Exhibit (CBE), the New Title Showcase provides a prominent venue to launch your new titles and put your books in the hands of booksellers, librarians, distributors, the media and consumers. This highly-trafficked location is the hub for visitors to see what is new in the industry.”*

International Book Awards sponsored by American Book Fest – [internationalbookawards.com](http://internationalbookawards.com)

George Wittenborn Memorial Book Award for Art Publications – [arlisna.org](http://arlisna.org)

Next Generation Indy Book Awards - [www.indiebookawards.com](http://www.indiebookawards.com)

## PHOTOBOOK COMPETITIONS

*As collecting is on the rise, so are the opportunities to submit your books to competitions. Listed below are calls for photobook dummys, 'first books' and Books of the Year. Whether you win the top prize or not, getting your work in front of key individuals / publishers in the photobook community, can bring awareness to your project and its publication in the long run. - MVS*

CDS/Honickman First Book Prize in Photography (biennial, even years) – [firstbookprizephoto.com](http://firstbookprizephoto.com)

Cortona On The Move Photo Festival's Photo Book Prize (Italy) – [cortonaonthemove.com/en/open-calls/photobook-prize/](http://cortonaonthemove.com/en/open-calls/photobook-prize/)

Fiebre Photobook Dummy Award co-sponsored by Artes Graficas Palermo – [fiebrephotobook.com/dummy-award](http://fiebrephotobook.com/dummy-award)

Kassel Dummy Award (Germany) – [fotobookfestival.org](http://fotobookfestival.org)

La Fabrica (Madrid) and Photo London Book Dummy Award – [lafabrica.com/bookdummyaward/index-en.html](http://lafabrica.com/bookdummyaward/index-en.html)

Paris Photo | Aperture Foundation Photobook Awards – [aperture.org/photobookawards](http://aperture.org/photobookawards)

Photo Book Melbourne Photobook Award – [photobookmelbourne.org](http://photobookmelbourne.org)

PhotoEspaña Best Photography Book of the Year (Madrid) – [phe.es](http://phe.es)

Photo Independent Photobook Competition (Los Angeles) – [photoindependent.com/photobook](http://photoindependent.com/photobook)

Photolucida's Critical Mass (Top award: Book Prize) – [photolucida.org](http://photolucida.org)

Photo District News (PDN) Photo Annual – [pdnphotoannual.com](http://pdnphotoannual.com)

Unseen Dummy Award (Amsterdam) - [unseenamsterdam.com](http://unseenamsterdam.com)

## PHOTOBOOK & ARTISTS' BOOK EDUCATION

*The range of opportunities for photobook education is on the rise, as well as increasing cross-over between the artist's book and photobook communities (see the College Book Art Association (CBAA) 2019 conference information below). Look to your local community for photobook and artist's book groups and their competitions / activities, and offerings from regional / national not-for-profit photography organizations. We are seeing an increasing presence of book arts workshops at programs like Anderson Ranch, Santa Fe Workshops and Maine Media, as well as small publishers such as Radius Books (Santa Fe) offering special classes with book makers; be sure to join all these mailing lists for current offerings. – MVS*

Aperture Foundation (NYC) – [aperture.org/workshops-classes](http://aperture.org/workshops-classes)

*MVS Upcoming Aperture Workshop "Beyond Print: The Life of your Photobook Beyond Publication" May 19-20, 2018 – [aperture.org/workshops-classes/swanson-2018](http://aperture.org/workshops-classes/swanson-2018)*

The Book Arts Web – [philobiblon.com](http://philobiblon.com)

*The Book Arts Web – [philobiblon.com/programs.shtml](http://philobiblon.com/programs.shtml)*

*An excellent resource for all things artists' books. They also have an extensive list of places for Book Arts Education. Several of the sites listed below can be found there as well as many more*

The Center for Book Arts (NYC) – [centerforbookarts.org](http://centerforbookarts.org)

Minnesota Center for Book Arts (Minneapolis) – [mnbookarts.org](http://mnbookarts.org)

San Diego Book Arts – [sandiegobookarts.com](http://sandiegobookarts.com)

San Francisco Center for the Book – [sfcbook.org](http://sfcbook.org)

Visual Studies Workshop – [vsw.org](http://vsw.org)

*VSW offers: education, residencies, Photo-Bookworks symposium and Summer Institute Workshops.*

Women's Studio Workshop (education and residencies) – [wsworkshop.org](http://wsworkshop.org)

*Note: Many cities have non-profit centers for book arts; be sure to check your local listings.*

### **UPCOMING CONFERENCE:**

College Book Arts Association's 2019 Conference – [collegebookart.org/event-2421264](http://collegebookart.org/event-2421264)

Hosted by the University of Arizona (Tucson) JANUARY 4 – 6, 2019

Featured speaker: Cristina de Middel



## BOOKS OF NOTE

*This is a broad list of available titles, again blending artist's books and photobook forms. - MVS*

1,000 Artists' Books: Exploring the Book as Art

By Sandra Salamony and Peter and Donna Thomas, Quarry Books, 2012.

How to Make Books: Fold, Cut, & Stitch Your Way to a One-of-a-Kind Book!

By Esther K Smith, Potter Craft, a division of Random house, 2007.

Indie Publishing: How to Design and Produce Your Own Book

By Ellen Lupton, Princeton Architectural Press, 2008.

Photography and the Artist's Book

Edited by Theresa Wilkie, Jonathan Carson, and Rosie Miller. MuseumEtc, 2012.

The Printed Picture

By Richard Benson, Museum of Modern Art, 2008.

Publish Your Photography Book: Revised & Updated

By Darius Himes and Mary Virginia Swanson. Princeton Architectural Press, 2nd ed. 2014.

Thinking with Type: A Critical Guide for Designers, Writers, Editors, & Students

By Ellen Lupton, Princeton Architectural Press, 2nd ed. 2010.

Understanding Photobooks: The Form and Content of the Photographic Book

By Jörg M. Colberg, Focal Press, 2016.

Self Publish Be Happy: A DIY Photobook Manual and Manifesto

By Bruno Ceschel, Self Publish Be Happy and Aperture, 2015.

## INDEPENDENT BOOK STORES THAT CARRY SELF-PUBLISHED PHOTOBOOKS

*Below is an ever-evolving list of venues that will consign titles for sale. Remember too that many art organizations, larger art bookstores and museum gift shops will also provide opportunities for self-publishers and independent publishers to sell their titles. I encourage starting your search for distributors with local research. - MVS*

Ampersand Gallery & Fine Books, Portland, Oregon – [ampersandgallerypdx.com](http://ampersandgallerypdx.com)

Arcana Books on the Arts, Los Angeles California – [arcanabooks.com](http://arcanabooks.com)

Book Dummy Press, New, New York – [bookdummypress.com](http://bookdummypress.com)

Vincent Borelli, Albuquerque, New Mexico – [vincentborrelli.com](http://vincentborrelli.com)

Dashwood Books, New York, New York – [dashwoodbooks.com](http://dashwoodbooks.com)

Harper's Books, East Hampton and NYC, New York – [harpersbooks.com](http://harpersbooks.com)

photo-eye, Santa Fe, New Mexico – [photoeye.com](http://photoeye.com)

Spaces Corners, Pittsburgh, Pennsylvania – [spacescorners.com](http://spacescorners.com)

Strand Book Store, New York, New York – [strandbooks.com](http://strandbooks.com)

*The art book distributor D.A.P. has a section on their website that lists the stores that carry a selection of their titles. Many of these venues have enhanced inventory offerings and may provide opportunity for self-published and small press titles. - MVS*

D.A.P. | Distributed Art Publishers – [artbook.com/stores.html](http://artbook.com/stores.html)

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