

Book Proposal

FOR PATRONS ONLY

Art in the service of society

In 1999, the Museum of Modern Art (MoMA) mounted a major exhibition, “The Museum as Muse: Artists Reflect” The artists in this show studied *nearly* every aspect of museums. **For Patrons Only** contributes to this body of work by spotlighting an important function of every museum: providing facilities for the basic comfort of the patron.

Both conceptual and literal, **For Patrons Only** is a book of fine arts, black and white photographs of public restrooms located in museums and galleries and other venues that exhibit art such as libraries and bistros. The images are from a geographically wide swath of locations around the country such as Boston, New York, Chicago, Miami, New Orleans, Los Angeles and San Francisco - and a few off shore cities, including: Paris, London and Singapore.

For Patrons Only includes three introductory essays by a museum director, curator, and architect/designer. Joe Thompson, founder and director of MASS MoCA, will write one of these pieces. (Quotes and comments from a variety of sources that would humorously link the images to topics related to contemporary art, curatorial practice, art criticism and the museum are being considered. These brief text pieces would be interspersed with the photographs.)

Beyond its humor and the recognition of place, **For Patrons Only** will appeal to people with an interest in the museum as institution, architecture, and fine art photography. Conveniently designed to fit anywhere, including the top of a toilet, The book will also attract consumers as an impulse buy or delightful gift.

For Patrons Only has been enthusiastically endorsed by a variety of sources, all of whom expressed interest in carrying such a book: independent book store buyers, gallery owners, contemporary home design retailer, and, most recently, a museum store manager. One series of restroom images from the Massachusetts Museum of Contemporary Art is on permanent display at that museum with a “MASS MoCA Postcard Portfolio” for sale in “Hardware, their gift shop. To date, over 400 portfolios have been sold.

For Patrons Only, the exhibition, was a much talked about show at one of Boston’s premier galleries, Creiger-Dane, Newbury St. (In Gallery 2 -their restroom.) It is likely that additional venues for the exhibit and book’s sale can be found in other parts of the U.S. A series of nine small prints were included in Boston’s Photographic Resource Center’s competitive Members’ Show. Large prints from this portfolio: The Museum of Contemporary Art, Chicago; Tate Modern, London; and The Louvre, Paris have been selected for exhibition in national shows.

Book Specifications

Portrait format, 5 1/2 x 8 1/2 inches, 50-70 (4c) b/w photographs, 128 pages; three essays commenting on subject by museum director, independent curator, architect/designer and other text scattered in book.

Bio

For well over half a century I have used public restrooms.

For the past ten years I have photographed them.

I am a photographer, book artist, and teacher. My work is featured at the Massachusetts Museum of Contemporary Art (MASS MoCA), the Houghton Rare Books Library, Harvard University, the Boston Drawing Project at Bernard Toale Gallery and corporate and private collections in New York and Boston.

Three of my photographs were recently included in “hrlm: pictures” at the Studio Museum in Harlem. Solo exhibitions include: the Dean’s Gallery at MIT, the Carpenter Center, Harvard University, Gallery 57 and CAC Gallery - Cambridge, and Creiger-Dane Gallery, Boston. The portfolio, “For Patrons Only,” was featured in Fotophile Magazine.

I teach photo-based courses at Lesley Seminars, Lesley University, Cambridge, MA, and am a coordinator of a lecture series in word and image co-sponsored by the Photographic Resource Center (PRC) at Boston University and the Center for Photographic Exhibitions (CPE) of the New England School of Photography. I am a principal in artistmarketing.biz, which specializes in websites and other marketing services for artists.