

The Second Biennial Large Format **VIEW CAMERA**[®]

Co-Sponsored
by:

Photography Conference Calumet, Kodak, LaserLight, West Coast Imaging

Location: The Embassy Suites • Monterey, CA • April 23-25, 2004

Exhibitors Include: Arca-Swiss, Better Light, Bostick & Sullivan, Calumet, Camera West, Camera Essentials, Cone Editions, Center for American Places, Epson, Fuji, Ilford, Kodak, LaserLight, Lens & Repro, Lowepro, Mamiya/Toyo, Midwest Photo, Polaroid, Quality Camera, Michael Smith & Paula Chamlee Photography, View Camera Store, Wisner Mfg., Schneider/Horseman Optics, West Coast Imaging, World Images

Program Schedule

Friday, April 23 • Field Trips

The Weston Legacy: A chartered trip to Wildcat Hill and the former home and darkroom of Edward Weston. The location is now the residence of Kim Weston who has added his own touches to the place. This tour will bring the participants to the area for a tour of the home, the old darkroom, and the changes made by Kim and his wife Gina. Box lunches will be served after the tour and there will be time for a question and answer period with the Westons. After lunch Kim will do a demonstration of his studio shooting techniques and then show how he processes his film and makes prints. This tour is limited to twenty participants and will leave by van from the hotel promptly at 9:30am. The van will return the participants to the hotel by 4pm. Cost - \$75.00 per participant includes transportation and lunch.

_____ : A special photo session with Michael Smith, Paula Chamlee, Dick Arentz and others at Weston Beach and other locations in the Pt. Lobos Reserve. The participants should plan on meeting at Weston Beach as close to 9am as possible and can work until 12noon. The participants will be responsible for their own transportation.

Bring your camera gear. No charge.

Seminars*

1-2:30 Room 1 - Print Sharing

Room 2 - The Digital Darkroom
George DeWolfe and Charles Cramer

Room 3 - Portfolio Reviews

Paula Chamlee, Erin O'Toole, Richard Maack

3-4:30 Room 1 - Art and Craft of Black and White

Michael Smith and Paula Chamlee

Room 2 - Digital Output

Richard Seiling and Bill Nordstrom

Room 3 - Portfolio Reviews

Gordon Hutchings, George DeWolfe, Erin O'Toole

5-6:30 Room 1 - Presenting Your Work To Galleries,
Museums and Publications

Richard Maack, George Thompson

Room 2 - Tradigital Photography

Richard Newman

Room 3 - Special Session with Bruce Barlow

7:30-9 Room 1 - Keynote Speaker: Richard Gadd - The Legacy of Large Format on the Monterey Peninsula

Saturday, April 24 • Trade Show 9:30-5

Seminars*

9-10:30 Room 1 - Selecting Equipment

Steve Inghima, Ron Wisner

Room 2 - Landscape Photography

Steve Johnson, Kerry Thalmann,
Richard Maack, Gordon Hutchings

Room 3 - Portfolio Reviews

George DeWolfe, Sharmon Goff, Dick Arentz, Michael Smith

11-12:30 Room 1 - Backpacking and Camping

Kerry Thalmann, Quan Tuan-Luong

Room 2 - Digital Capture

Steve Johnson, Michael Collette

Room 3 - Portfolio Reviews

Gordon Hutchings, Richard Maack, Paula Chamlee, Keith Canham, Jan Pietrzak

1-2:30 Room 1 - Color Film Choices

Kerry Thalmann, Sharmon Goff

Room 2 - Working with Polaroid
Materials

John Reuter, Ron Wisner

Room 3 - Digital Output Options

George DeWolfe, Charles Cramer

3-4:30 Room 1 - Architectural Photography

Jack Boucher, Kirk Gittings, Mark Citret

Room 2 - Mammoth Cameras

Dick Arentz, Tracy Storer, Michael Smith, Clyde Butcher

Room 3 - The Digital Darkroom

George DeWolfe, Brad Hinkel, Charles Cramer

Sunday, April 25 • Trade Show 9:30-3

Seminars*

9-10:30 Room 1 - Art and Craft of Black and White

Gordon Hutchings

Room 2 - Alternative Processes

Dick Arentz, Brad Hinkel, Jan Pietrzak

Room 3 - The Speed Graphic and Graflex Cameras

Jeffrey Kay

11-12:30 Room 1 - Making the Photographic Book

George Thompson, Michael Smith, Paula Chamlee

Room 2 - Using Polaroid Materials

John Reuter

Room 3 - Working in the Studio

Batista Moon Studio, Tracy Storer

1-2:30 Room 1 - The Future of Large Format Film

Representatives from Kodak, Ilford and Fuji

Room 2 - Print Sharing

Room 3 - The New Cooke Convertible Lens

Gordon Hutchings

Seminar Presenters and Portfolio Reviewers Include

Dick Arentz** - Photographer, platinum printer and instructor

Bruce Barlow - Photographer

Batista Moon Studios

Jack Boucher - HABS photographer

Clyde Butcher - Photographer

Keith Canham** - Camera manufacturer and photo instructor

Mark Citret - Architectural Photographer

Paula Chamlee** - Photographer and book maker

Michael Collett - President, Better Light

Charles Cramer - Photographer and digital specialist

George DeWolfe** - Senior Editor for *View Camera* and *CameraArts*

Chuck Farmer - Photographer, workshop instructor

Richard Gadd** - Director of the Monterey Museum of Art

Kirk Gittings - Architectural and fine art photographer

Sharmon Goff** - Professor of Photography at CSUS

Brad Hinkel - Digital darkroom specialist

Gordon Hutchings** - *The Book of Pyro* author and a specialist in the art and craft of B & W

Steve Inglema - Product manager for Schneider Optics and Horseman cameras

Stephen Johnson - Nationally recognized landscape photographer and digital artist

Richard Maack** - Photography Director, *Arizona Highways*

Richard Newman** - Fine Art Specialist for Calumet Photographic

Bill Nordstrom - President, Laser Light

Erin O'Toole** - Director of the Scott Nichols Gallery in San Francisco

Jan Pietrzak** - platinum/palladium printer and teacher

John Reuter** - Polaroid photographer

Richard Seiling - President, West Coast Imaging

Michael Smith** - Photographer and book maker

Tracy Storer - Mammoth Camera user

Kerry Thalmann - Contributing Editor for *View Camera* magazine

George Thompson - President and publisher for *Center for American Places* book publishing

Kim Weston - Photographer

Ron Wisner - Creator of Wisner cameras

** also reviewers

more reviewers and presenters are being added...

* Seminars and Reviews require admission badges.

Seminar Tickets - \$150 for all three days, \$110.00 for two days, and \$75.00 for one day. A 20% discount for signups before Jan 15, 2004. Seminar tickets do not cover the Weston field trip or Reviews. Call (505)899-8054 to register today!

Reviews - Reviews will consist of 30 minute sessions with a reviewer going over your portfolio. Reviewees will be able to select, on a first come first served basis, the reviewer(s) they want to meet with. The final list of reviewers will be made available in January 2004. Review badge prices will be published at that time as well. A schedule of the Reviewers and their available times will be mailed to participants signing up for reviews.

Transportation and Lodging Suggestions - Driving to Monterey will be the most convenient way to get to the conference. If you prefer to fly we suggest flying to San Jose and renting a car for the 75 minute drive. It is also possible to fly to Monterey and The Embassy Suites will pick you up and return you to the Monterey airport free of charge. Room rates at the Embassy Suites include a full breakfast, a cocktail reception each evening and free parking. Mention "View Camera Large Format Conference" for discount room rates. Reserve early. We have set aside a block of 75 rooms at The Embassy Suites in Monterey (1-800-EMBASSY) for the conference. They are available on a first come, first served basis. After April 2, 2003, rooms will no longer be available at a discount.

Seminar schedule and speakers subject to change. If you've downloaded this from the View Camera web site (www.viewcamera.com) please refresh your file periodically.



The Second Biennial Large Format Photography Conference

presented
by:

VIEW CAMERA[®]

April 23-25, 2004 in Historic Monterey,
California at the Embassy Suites

Co-Sponsored
by:

Calumet, Kodak, LaserLight, West Coast Imaging

**Seminars, Portfolio Reviews,
Field Trips & Trade Show**

Call Now to Register!
1-800-894-8439

*Visit www.viewcamera.com
for more information.*



The Second Biennial Large Format Photography Conference

presented
by:

VIEW CAMERA[®]

April 23-25, 2004 in Historic Monterey,
California at the Embassy Suites

Co-Sponsored
by:

Calumet, Kodak, LaserLight, West Coast Imaging

**Seminars, Portfolio Reviews,
Field Trips & Trade Show**

Call Now to Register!
1-800-894-8439

*Visit www.viewcamera.com
for more information.*

The Second Biennial Large Format Photography Conference

**In Historic
Monterey, California**
April 23-25, 2004 • Embassy Suites

**Field Trips
Seminars
Portfolio
Reviews
Trade Show**

Presenters & Reviewers Include:

Gordon Hutchings - *The Book of Pyro* author and art and craft of B & W specialist
Steve Inglema - Product Manager for Schneider Optics and Horseman cameras
Clyde Butcher - Photographer
Keith Canham - Camera Manufacturer and Photography Instructor
Paula Chamlee - Photographer and Book Maker
Michael Smith - Photographer and Book Maker
George DeWolfe - Senior Editor for *View Camera* and *CameraArts*
George Thompson - President & Publisher for *Center for American Places*
Stephen Johnson - Nationally Recognized Landscape Photographer and Digital Artist
Richard Gadd - Director of the Monterey Museum of Art
Sharmon Goff - Professor of Photography at CSUS
Kirk Gittings - Architectural Photographer
Jack Boucher - HABS Photographer
Richard Newman - Fine Art Specialist for Calumet Photographic
Erin O'Toole - Director of the Scott Nichols Gallery in San Francisco
Jan Pietrzak - Platinum/Palladium Printer and Teacher
John Reuter - Polaroid Photographer
Richard Seiling - President, West Coast Imaging
Kerry Thalmann - Contributing Editor for *View Camera* Magazine
Ron Wisner - Creator of Wisner Cameras
Kim Weston - Photographer

Exhibitors Include: Arca-Swiss,
Better Light, Bostick & Sullivan, Calumet,
Camera West, Wisner Mfg., Fuji,
The Center for American Places, Epson,
Ilford, Kodak, LaserLight, Mamiya,
Midwest Photo, Photomark, Polaroid,
Quality Camera, View Camera Store,
Michael Smith & Paula Chamlee
Photography,
Schneider/Horseman Optics,
West Coast Imaging

**Register Early
for Hotel
and
Conference
Discounts.
Call Now!**

800-894-8439

**www.viewcamera.com
for up-to-date
information.**

Seminar Topics Include:

Scanning Techniques • Working in the Studio
Art & Craft of Black & White
The Digital Darkroom/Output
Presenting Your Work to Galleries
Selecting New & Used Equipment
Backpacking • Color Film
Mammoth Cameras • Landscape Photography
Architectural Photography
Scanning Techniques • Alternative Processes
Making the Photographic Book
The Future of Large Format Film

co-sponsors:
Calumet • Kodak • LaserLight • West Coast Imaging

presented by: **VIEW
CAMERA
MAGAZINE**