

Photography and the Gallery 2017/18

Project: Photo editions and multiples

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PHOTO EDITIONS AND MULTIPLES - THEORETICAL IDEA

The purpose of this project is to understand the scope and history of photo. The project is structured by providing a definition of the artist's edition and the multiple, its history, related keywords, and an activity to help you develop ideas and a production plan in response to the brief (below).

Ultimately, the module concerns the materiality of photography. Its focus is the planning, production, marketing and exhibition of photographic artworks produced as artists' editions and multiples. These can include a wide variety of media, from photographic prints to 3D photographic objects, such as framed photographs, boxed photo works, bookworks, clothing, wall paper, posters and much more. We will research alternate means of production ranging from the hand-made to industrial methods such as Canon's Arizona printer; and distribution 'outlets' including galleries, e-commerce, pop-up shops, mail-order, etc. Examples of photo-based limited editions and multiples are on the Photography and Gallery page on Moodle.

The Brief is supported by Canon, and you will be able to print your multiples using the Arizona printer, so keep this in mind when developing your edition.

Aims

The aim of this brief is to use photographic materials and processes to create high-quality new editions and multiples; and as a way of enabling people to buy your work at affordable prices. You will create your own limited edition print or multiple influenced by an artist or framework that you have researched. Experiment with concepts, interactivity, printing technology and other materials. This project gives you the opportunity to express your individuality as a unique creator of artworks.

Terminology

Limited Edition Print: a limited edition refers to a series of identical prints which are limited in quantity by either the artist or the publisher. Limited edition prints come in a variety of mediums including screenprints, Giclee's, and photographic prints.

http://www.artrepublic.com/art_terms/3-limited-edition-html

Multiple: a multiple refers to a series of identical artworks usually a signed limited edition made specifically for selling.

<http://www.tate.org.uk/art/art-terms/m/multiple>

The 'artist's multiple' was one of the first forms of 'affordable art.' At its broadest a 'Multiple' is an art object, usually in 3D, conceived and created by an artist in an edition.

<http://themultiplestore.org/artists-multiple-a-brief-history/>

Canon: using the Arizona flat bed printer to develop your editions, you can include photographs onto corrugated cardboard, PP, vinyl, wood, glass metal, glass, copper, bronze, plastic and ceramics.

<https://csa.canon.com/online/portal/csa/csa/products/largeformat/largeformatdetail/arizona/oce+arizona+family>

Key Dates

Weeks 1 – 4 Group activities (A + B)

Week 5 Proposal presentations: all editions and multiple samples will be presented on tables accompanied by relevant information:

a sample work with additional images /sketches of the proposed idea in workbook

a completed edition or multiple form

a sample work with additional images /sketches of the proposed idea

a description of the work and the thinking behind it, maximum 150 words

a description of the materials and processes used to make it, maximum 150 words

a budget with costs and projected price

a description of yourself and your practice, maximum 150 words

Weeks 6 -12 In these weeks you will aim to finalise the multiple's fabrication process, packaging and commercial retail; or finalise limited edition print, create open edition and artist's editions; label images; house in portfolio box.

VOCABULARY LIST

Artists' editions

Multiple

Artists' multiples

Limited edition print

Open edition print

Editioned artworks

Numbered and signed

Boxed

Artist's proof

Aura

Bibliography - online

Benjamin, W. 1936. trans. Edmund Jephcott and Harry Zohn, in *The Work of Art in the Age of Its Technological Reproducibility, and Other Writings on Media*. Eds. Jennings, M.W., Doherty, B. and Levin, T.Y. CambridgeLondon: The Belknap Press. 2008, pp19-55. (English) (available on Moodle)

commentary on Benjamin's written article:

<https://sites.nd.edu/visconsi-holland/2017/01/31/walter-benjamin-the-work-of-art-in-the-age-of-its-technological-reproducibility/>

Additional information online

Limited Editions and Artist Multiples:

<http://www.spacestudios.org.uk/artist-development/feature-limited-editions-and-artist-multiples/>

Louisa Buck, MULTIPLE CHOICE [Artists' editions and multiples are the perfect entry point for new collectors. Louisa Buck gives the big picture on this exciting trend] BONHAMS MAGAZINE ISSUE 41, WINTER 2014

<https://www.bonhams.com/magazine/17765/>

The Artist's Multiple...A Brief History

<http://themultiplestore.org/artists-multiple-a-brief-history/>

What exactly is a limited edition print?

<https://nicolataylorphotographer.com/what-exactly-is-a-limited-edition-print/>

Artists' books and multiples [blog edicated to Artists' books, multiples, recordings, postcards, magazines and ephemera]

<http://artistsbooksandmultiples.blogspot.co.uk/>

Infinite multiple [unlimited editions reasonably priced]

<https://www.infinitemultiple.com/>

Sunday editions [photo editions on paper]

<https://www.mo-artgallery.com/sundayplhr.htm>

Ediciones Originales [Photographic editions, varied formats]

<http://www.edicionesoriginales.com/>