



# Holga

## Out of the Box

ON CREATIVITY THAT IS

  
Tammy Cromer-Campbell  
PHOTO | GALLERY  
& PRODUCTIONS  
tccphotogallery.com



INTERNATIONAL CALL FOR ENTRIES PHOTOGRAPHY COMPETITION  
DEADLINE: AUGUST 17, 2012

**Juror :**  
**Michael Kenna**

Our 2nd Annual Holga Out of the Box call for entry is now under way with renowned photographer Michael Kenna as the juror. Show us your best Holga image. Out of the box refers to creativity - not modifications. It is open to amateur and professional photographers around the globe that use a Holga camera or an element of it.

Holga Out of the Box opens October 5 and continues through November 30, 2012 here at TCC PHOTO IGALLERY located at 207 N. Center St., Longview, TX 75601.

Michael Kenna said this about the Holga, "It has been liberating to snap away with plastic Holgas - they are fun and whimsical - perfect antidotes to ponderous, previsualization! I have used sturdy, predictable and professional Hasselblad cameras for almost three decades now - but, they don't fit into pockets easily. I often take along Holgas as more easy going companions. In our current, instant gratification digital world, they keep us guessing, which seems to me to be a good thing. I heartily recommend occasionally leaving behind your usual equipment of choice - have a date with Holga - you just never know what you'll discover together."

Mr. T. M. Lee invented the Holga 30 years ago this October. Did you know they now sell at least 200,000 Holgas around the world each year, but it did not start out that way. Luckily for Holga some Austrian photographers got a hold of a couple of Holgas and held an exhibition. Everyone fell in love with the images the plastic camera produced. I'd love to know who those photographers are. Read more about Holga's 30th Celebration here: <http://www.hktdc.com/info/mi/a/hkti/en/1X07WR6L/1/Hong-Kong-Trader-International-Edition/Vintage-View.htm> I am thrilled that the Holga Out of the Box exhibition coincides with Holga's 30th Anniversary celebration.

**Deadline**

Deadline for Holga Out of the Box call for entry is August 17, 2012.

**Entry Fees**

The entry fee of \$35 for up to 5 images. Photographers may enter up to 10 images only at \$5 each additional.

**Prizes**

Holga Out of the Box exhibit will consist of 25 prints in the physical gallery with an additional 25 images included in the online gallery, totaling 50 images selected.

Best of Show - \$500 plus a Holga TLR

2nd Place -" \$250 plus a Holga N

3rd Place -" \$150 plus a Holga N

**About TCC PHOTO | GALLERY**

We are the only fine art photography gallery in North East Texas, specifically in Longview, TX. TCC was first a commercial studio, then in 2006 we opened the gallery with the inaugural exhibit of Muhammad Ali, photographs by Sonia Katchian. We were the first US gallery to host the Holga Inspire exhibit in 2009. We have also shown, Dan Burkholder, Dennis Fagan, O. Rufus Lovett, Scott C. Campbell, Blue Earth Alliance photographers, Polly Chandler, Mary Ann Lynch, Laura Pickett Calfee, Pat Brown, Danae Males, TCC, Orville Robertson, John Wrathier, Tami Bone, Texas Photographic Society and Susan Burnstine.

**When emailing digital files**

1. Files should be 1080 pixels in the longest dimension saved in the JPEG format on high quality setting (not maximum). Images should be sampled at 72ppi and saved in the sRGB color space. Email entries to [tccphoto@gmail.com](mailto:tccphoto@gmail.com)
2. Label each file with consecutive numbers followed by your name .ie JaneDoe\_01 - no spaces and only alpha-numeric characters.
3. Be sure and copyright your images in the file info of Photoshop or meta data.

**Sales**

All accepted photographs are for sale. The commission charged will be 50% of the sales price. Print your name, address, telephone numbers (work and home), and sales amount on the back of each print accepted.

**Liability**

TCC will exercise all due care in handling prints, but will not be responsible for loss or damage or replacement.

**Reproduction**

TCC retains the right to display, project and reproduce work accepted for this exhibition for publicity and promotional purposes only. Individual photographers retain Copyrights to their individual works.

**Eligibility**

The exhibition is open to all internationally Holga photographers. The photograph needs

to exposed with a Holga camera or an element of it.

### **If Your Work is Accepted**

1. Send one exhibition print for each accepted photograph.
2. Prints must be mounted and overmatted using white matte board with 2" borders. Include return postage for prints to be shipped back to you after the exhibition. Most include a check for \$15 (more for international entries) which would include shipping and \$300 insurance. Prints WITHOUT postage will not be returned. Prints will be returned in the container in which they were received. Do NOT use peanuts when shipping.

### **Our Address**

TCC PHOTO | GALLERY  
207 N. Center St.  
Longview, TX 75601  
903.236.4686

### **Juror**

**Michael Kenna** was born in Widnes, England in 1953. His passion for the arts led him to The Banbury School of Art where he studied painting and then photography. Later he attended The London College of Printing and began working as a photographer and artist. He moved to San Francisco in 1978 where he was astounded by the number of galleries the city housed which allowed artists to showcase and sell their work. He currently resides in Seattle, Washington.

Michael Kenna's work has often been described as enigmatic, graceful and hauntingly beautiful much like the Japanese landscape. Kenna first visited Japan in 1987 for a one-person exhibition and was utterly seduced by the country's terrain. Over the years he has traveled throughout almost the entire country constantly taking photographs. From these many treks the book Japan, featuring 95 of these photographs, was conceived.

The simplicity and clarity of Kenna's Japan alludes to rather than describes his subject allowing the viewer to have a completely unique and tailored interpretation. He has described this body of work as, "more like a haiku rather than a prose"; his work being like photographs written in short poem form. Kenna's photographs are often made at dawn or in the dark hours of night with exposures up to 10 hours. Kenna has said "you can't always see what's otherwise noticeable during the day... with long exposures you can photograph what the human eye is incapable to seeing".

Michael Kenna's prints have been shown in numerous exhibitions throughout the world with permanent collections in the Bibliotheque, Paris; The Shanghai Art Museum; The National Gallery of Art, Washington DC; the Victoria and Albert Museum, London, and the Longview Museum of Fine Arts. Kenna has also photographed commercially for such clients as Audi, British Rail, Dom Perignon, Rolls Royce, and The Spanish Tourist Board. Japan is one of 40 books and monographs of Kenna's photography to have been published to date. [www.michaelkenna.com](http://www.michaelkenna.com)

**Important Dates**

Call for Entry Closes" " August 17, 2012  
Announce Winners" " " September 6, 2012  
Prints due" " " " September 28, 2012  
Holga Out of the Box Opens" October 5, 2012 5pm with ArtWalk

**Contact Information**

Name \_\_\_\_\_  
address \_\_\_\_\_  
City \_\_\_\_\_  
state/Zip \_\_\_\_\_  
Home phone \_\_\_\_\_  
Work phone \_\_\_\_\_  
email address \_\_\_\_\_

**Please tell us the following**

**Title** - As you want it to appear in the exhibit and online.  
**Process** - tell us your process whether it is Silver gelatin, Platinum, Type C print, Lightjet, Digital pigment print  
**Sale Price**

**Entry Fees**

\$35 for up to 5 images  
Additional at \$5 per image up to 10  
Total Enclosed:" \$

**Payment method**

Visa \_\_\_\_\_ Mastercard \_\_\_\_\_ Discover \_\_\_\_\_ PAYPAL \_\_\_\_\_  
Number: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ 3 digit code \_\_\_\_\_

**Titles**

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- 10. \_\_\_\_\_

Email entries to [tcphoto@gmail.com](mailto:tcphoto@gmail.com)