

"We strive to be at the forefront of the ever-changing possibilities of the photographic arts, but we never lose sight of the bottom line for us—how the image enriches our lives by exploring both the external world and the internal psyche of the artist."

**Glenn Ruga**  
Executive Director

#### Photo credits

Cover: Michal Chelbin, Alexander Harding, Shiho Fukada

Interior: Jeff Jacobson, Glenn Ruga, Tomasz Tomaszewski, Isaac Wingfield

All artist photographs are from exhibitions in the PRC gallery or published in *Loupe*.



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**Propelling  
Stewardship of  
the Photographic  
Arts into a New Era**



## New Frontiers in Photography and Image Making

Since its founding in 1976, the Photographic Resource Center has been in the vanguard of nourishing and promoting the broad spectrum of the photographic arts. Now, as we approach our fourth decade, the PRC is poised to have even more impact on the advancement and appreciation of this vital art form.

Due in large part to the PRC's seminal work, photography and related media are now entwined in our cultural fabric, and can be viewed and enjoyed in museums, galleries, and educational institutions. We're gratified by the widespread acceptance of photography as an important expression of the visual arts. So, is our mission accomplished? Not even close.

The PRC is singular in its mandate to serve as a forum for the exploration and interpretation of new work, ideas, and methods in contemporary photography. That mission is as important as ever—perhaps more so. The very nature of art ensures it.

Art is inherently dynamic. It transforms itself in style, substance, and subject. This dynamism is influenced by evolving historical and cultural contexts—but it is spurred by the artist's vision and imagination. In particular, the photographic arts are reinvigorated by an

ever-changing tableau of new and emerging techniques and technologies. The PRC is committed to staying ahead of the curve.

The curve, of course, is relative. Photographers using then-radical technologies of gelatin silver prints, color, or Polaroid film were ahead of the curves of their time. And the PRC pays homage to those pioneers, even as we support today's photographers who work in traditional formats. In more recent years, the curve has included digital photography, sophisticated medical imaging, and the ability to record images from millions of miles above the earth. There is much to be revealed: the PRC's mission propels us into the limitless next frontiers of photography and image-making.



**Here are some of the ways we put the PRC's mission into action:**

**Cultivate** through expanded outreach to a broad constituency of photographers, curators, collectors, scholars, members, students, and the general public.

**Celebrate** the photographic arts through member events, Nights at the PRC, exhibitions, our 35th Anniversary Gala, and New England Portfolio Reviews.

**Educate** through our Master Lecture Series, workshops and seminars, partnership with Boston University, and Summer Youth Program.

These programs would not be possible without the generous support of the PRC's Board of Directors, our donors, and our members. But in order to fully realize the PRC's potential, we need to continue to provide value to our donors and cultivate new sources of arts philanthropy. Photography and related media reflect, enrich, and expand our understanding of the human experience. We encourage you to invest in the PRC to ensure our continued stewardship of this transformative medium.

**The PRC celebrates the rich history of photography, even as we help forge its future.**

# Major PRC Program Areas



Constantine Manos conducting a workshop on street photography. Photo by Paris Visone.



Bruce Davidson lecturing to an audience of 350. Photo by Andrew McFarland.



Karen Haas speaking about the PRC 2011 Benefit Auction Preview Exhibition. Photo by Bethany Hanks.

## Program Area

## Yearly Cost

### Exhibitions Program

**\$70,000**

Each year, the PRC presents several thought-provoking — and often provocative — exhibits that draw an audience of established and aspiring photographers, curators, educators, writers, critics, and curious visitors who come to the gallery. These critically acclaimed exhibits form a centerpiece for the cultivation and expansion of our constituency.

### Master Lecture Series

**\$40,000**

The PRC's Master Lecture Series presents luminaries of photography who deliver first-person accounts of the creative process as they experience it. Eight times a year, the PRC presents stimulating educational encounters with photographers such as Ansel Adams, Bruce Davidson, Jim Dow, Harold Edgerton, Ed Kashi, Susan Meiselas, Duane Michals, Lucas Samaras, and as well as critics, scholars, curators, and cultural commentators.

### Education

**\$50,000**

The PRC offers a very active education program for the public with our professional workshops for aspiring and accomplished photographers and summer youth program for high school students interested in beginning their college education in the arts.

### Publications Program

**\$52,000**

PRC publications celebrate the photographic arts by expanding and enriching the world of the reader. They provide an opportunity to inform, educate, and enlighten, promote image-making, and publicize the resources of the PRC. Our publications include *Loupe*, the Journal of the Photographic Resource Center; Northeast Exposure Online (NEO), our web-based photographic portfolio; seasonal program posters; and periodic exhibition catalogs.

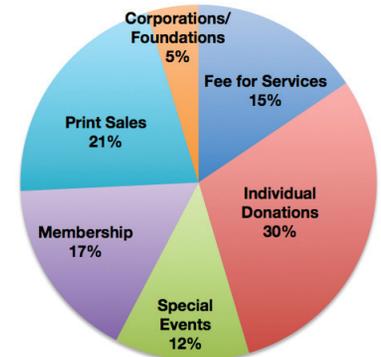
### Aaron Siskind Library

**\$30,000**

A gem of a resource for researchers, collectors, educators, critics, students, photographers, writers, and the curious, the Aaron Siskind Library is a treasure trove of books related to photography. The Library is an extraordinary photo-bibliographic collection of more than 5,000 volumes covering the breadth and depth of the photographic arts.

*"We make photography accessible in our gallery, at our lectures and workshops, in our magazine and library, and through all our educational programs. The entire community benefits from the support that keeps the PRC a public institution that is open and accessible to all."*

**Cathy England,  
Former PRC Board President**



**Revenue Sources FY 2011**



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