

## The Magnum Foundation and the Open Society Foundations' Documentary Photography Project

**Photography, Expanded: Interactive & Multiplatform Strategies for Photographers**  
April 20-21, 2013, New York City

**Workshop Application**  
**Deadline: November 27, 2012**

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The [Magnum Foundation](#) and the [Open Society Foundations' Documentary Photography Project](#) are partnering to offer “**Photography, Expanded: Interactive & Multiplatform Strategies for Photographers.**” “Photography, Expanded” aims to inspire documentary photographers to expand their storytelling beyond the still image, to use emerging digital tools and interactive design to engage audiences across multiple platforms and mobilize them around important social issues. This 2-day event will bring together a wide range of practitioners, including photographers, designers, programmers, and activists.

Day 1 is a public forum to highlight innovative and exciting ways that photographers (and other media artists) are using emerging interactive technologies to expand their reach and increase the effectiveness of their projects.

Day 2 is an invitational workshop for photographers who have been supported in the past by the Magnum Foundation, the Open Society Foundations' Documentary Photography Project, or received grants from other Open Society Foundations' programs or foundations (see “Who is eligible?” section below). Six to eight creative teams will be selected and – if necessary – brought to New York (travel, accommodations, and food will be covered) to attend the public forum and participate in workshop sessions where they will be paired with a technical mentor. Teams will walk away with a project plan for transforming existing projects into interactive, multiplatform experiences. Select projects may be considered for additional funding at the end of the workshop.

### **Event details**

#### **Photography, Expanded: Interactive & Multiplatform Strategies for Photographers**

**Dates** April 20 and 21, 2013

**Location** New York City

#### **Program**

##### **Day 1: Saturday, April 20**

**Public Forum:** An introduction to Interactive & Multiplatform Storytelling

- ➔ Fast, smart Ted-talk-style presentations on new tools, interactive story platforms and methodologies, and innovative partnerships
- ➔ Facilitated afternoon breakout sessions to meet media makers, designers, programmers, and activists and discuss strategies for partnering and creating an effective multiplatform storytelling project

##### **Day 2: Sunday, April 21**

**Workshop & Mentorship Sessions**

- ➔ 6-8 creative teams assigned a technical mentor by lab leader Wendy Levy (Executive Director, New Arts Axis / Co-Founder, [Sparkwise](#))
- ➔ Each team will workshop their own multiplatform project ideas with the guidance of technical mentors, explore available tools, and develop a concept that can be used for pitches and grant applications

NOTE: Forum and workshop will be conducted in English.

### **What are “interactive and multiplatform projects”?**

Multiplatform projects combine traditional dissemination with a range of new media technologies and distribution platforms. When done well, they are highly interactive and invite the audience to participate in some way. Projects can include, but are not limited to: video game applications; interactive, web-based experiences; mobile streaming; social media; multi-user communities; webisodes and short films; tablet and smart phone applications; comic books and graphic novels; and new educational software. Projects can exist virtually or physically, e.g., online/digital sphere, or physical/public spaces that include multiplatform experiences. For examples, see [Granito: Every Memory Matters](#); and [Question Bridge](#).

### **What is the purpose of the workshop?**

The goals of the workshop are to:

- explore existing models of open, immersive, and participatory storytelling
- connect documentary photographers to emerging technologies and increase their fluency and engagement with available tools
- workshop ideas for interactive and multiplatform projects
- create connections between photographers, multidisciplinary artists, and new organizational partners in support of new models

### **Who is eligible?**

We are interested in supporting documentary photographers who want to use their images as a departure point, re-deploy them via various interactive platforms, and connect them to an existing advocacy campaign to effect social change. The strategy should reflect long-term commitment to the issue and meaningful collaboration between the photographer and the advocacy partner. We are looking for people with project ideas that engage and intersect with audiences in different ways, using emerging digital technologies.

Any **photographer** who has been 1) supported directly by the Magnum Foundation, 2) supported directly by the Open Society Foundations’ Documentary Photography Project, 3) received funding from an Open Society Foundations’ Documentary Photography Project organizational grantee, or 4) received photography grants from other Open Society Foundations’ programs or foundations may apply. This includes photographers who were supported through:

#### The Magnum Foundation:

- Emergency Fund
- NYU Summer Program in Photography and Human Rights (only scholarship students are eligible to apply)

#### Open Society Foundations’ Documentary Photography Project:

- Moving Walls exhibition (including Middle East and North Africa tour/workshops, 2005-2008)
- Audience Engagement Grant (formerly the Distribution Grant)
- Production Grant for Photographers from Central Asia, the South Caucasus, Afghanistan, Mongolia, and Pakistan

#### Organizations (and their photographer grantees) supported by the Open Society Foundations’ Documentary Photography Project:

- Aftermath Project

- Art Works Projects (for photographers supported or exhibited in 2011-2013)
- Asia Society Coal + Ice Exhibit
- Facing Change: Documenting America
- Fifty Crows International Fund for Documentary Photography (2004 grantees only)
- Market Photo Workshop (students enrolled or supported in 2011 & 2012 only)
- National Geographic All Roads Photography Program (2010 & 2011 grantees only)
- W. Eugene Smith Memorial Fund (2007-2012 grantees only)

Other Open Society Foundations' programs or foundations:

- Individual photographer grantees of Open Society Foundations' programs (see <http://www.opensocietyfoundations.org/about/programs>)
- Individual photographer grantees of Open Society national or regional foundations (see <http://www.opensocietyfoundations.org/about/offices-foundations>)

The multiplatform project you propose does not have to be based on the same project that was originally supported, but projects must address a current or ongoing social justice or human rights issue.

Preference will be given to projects that coincide with the following priorities, including (but not limited to):

- Conflict & aftermath
- Criminal justice
- Discrimination
- Environment
- Health
- LGBTI
- Migration
- Roma
- Societies in transition
- Women
- Youth

In addition, preference will be given to projects working in the geographical scope of the Open Society Foundations. For more information about the Magnum Foundation's work, please visit: [www.magnumfoundation.org](http://www.magnumfoundation.org), and for more information about the Open Society Foundations' work, please visit: [www.opensocietyfoundations.org](http://www.opensocietyfoundations.org).

**How do I apply?**

Please complete the attached application form and provide the requested materials by **Tuesday November 27, 2012**, to Felix Endara at: [felix.endara@opensocietyfoundations.org](mailto:felix.endara@opensocietyfoundations.org).

Photographers must apply with:

- an idea for an interactive multiplatform project, based on an existing photography project
- work samples from the existing photography project (photographs, audio, video, texts, etc.)
- a list of up to two team members, a description of each person's role, and resumes. Team members should provide either technical expertise (e.g., web and interactive designers, programmers, etc.), or substantive expertise in the issue you are addressing (e.g., activist, community organizer, service provider, NGO staff, etc.).

## Contact

If you have any questions, please contact:

**Magnum Foundation** Emma Raynes

**Open Society Foundations** Felix Endara

[eraynes@magnumfoundation.org](mailto:eraynes@magnumfoundation.org)

[felix.endara@opensocietyfoundations.org](mailto:felix.endara@opensocietyfoundations.org)

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**Workshop Application Form**

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Applications must be emailed to Felix Endara at: felix.endara@opensocietyfoundations.org by **Tuesday, November 27, 2012.**

**Name:**

**Address:**

**Phone number:**

**Email:**

**From which program did you receive previous support? (select all that apply).**

Magnum Foundation:

- Emergency Fund
- NYU Summer Program in Photography and Human Rights (only scholarship students are eligible to apply)

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Other Open Society Foundations' programs or foundations:

- Individual photographer grantee of [Open Society Foundations programs](#)  
Please indicate which program: \_\_\_\_\_
- Individual photographer grantee of [Open Society national or regional foundations](#)  
Please indicate which program/foundation: \_\_\_\_\_

**What year(s) did you receive funding for the above-mentioned program(s) and for what project(s)? (1 sentence)**

**Please list the names and contact info for up to two additional team members:**

**Name:**

**Title:**

**Organization name:**

**Address:**

**Phone number:**

**Email:**

**Name:**

**Title:**

**Organization name:**

**Address:**

**Phone number:**

**Email:**

### **Proposal**

Please attach a proposal (2-3 pages) describing the project you'd like to work on. The proposal should include:

- Description of the body of work
- Proposal for an interactive and multiplatform project based on this work (if known, please be specific about which technologies and platforms you plan to utilize)
- Description of your target audience(s), project goals, and intended outcomes
- A summary of the technical expertise that already exists on your team
- A description of what kinds of technical mentors you'd like to meet at the workshop

### **Team Members**

Please describe each team member's role in the project, and attach a 1-2 page resume for each. Team members must be integral to the execution of the project, and involved in it on an ongoing and long-term basis.

### **Work samples**

Please attach the following:

- 15-20 images from your project, along with corresponding captions and/or other text (must be submitted as 1 pdf file)
- Optional: Up to 5 minutes of any complementary material that you might have (audio, video, multimedia, etc.)
- Optional: Rough sketches, mock-ups, or installation plans that give an indication of what your cross-platform project might look like