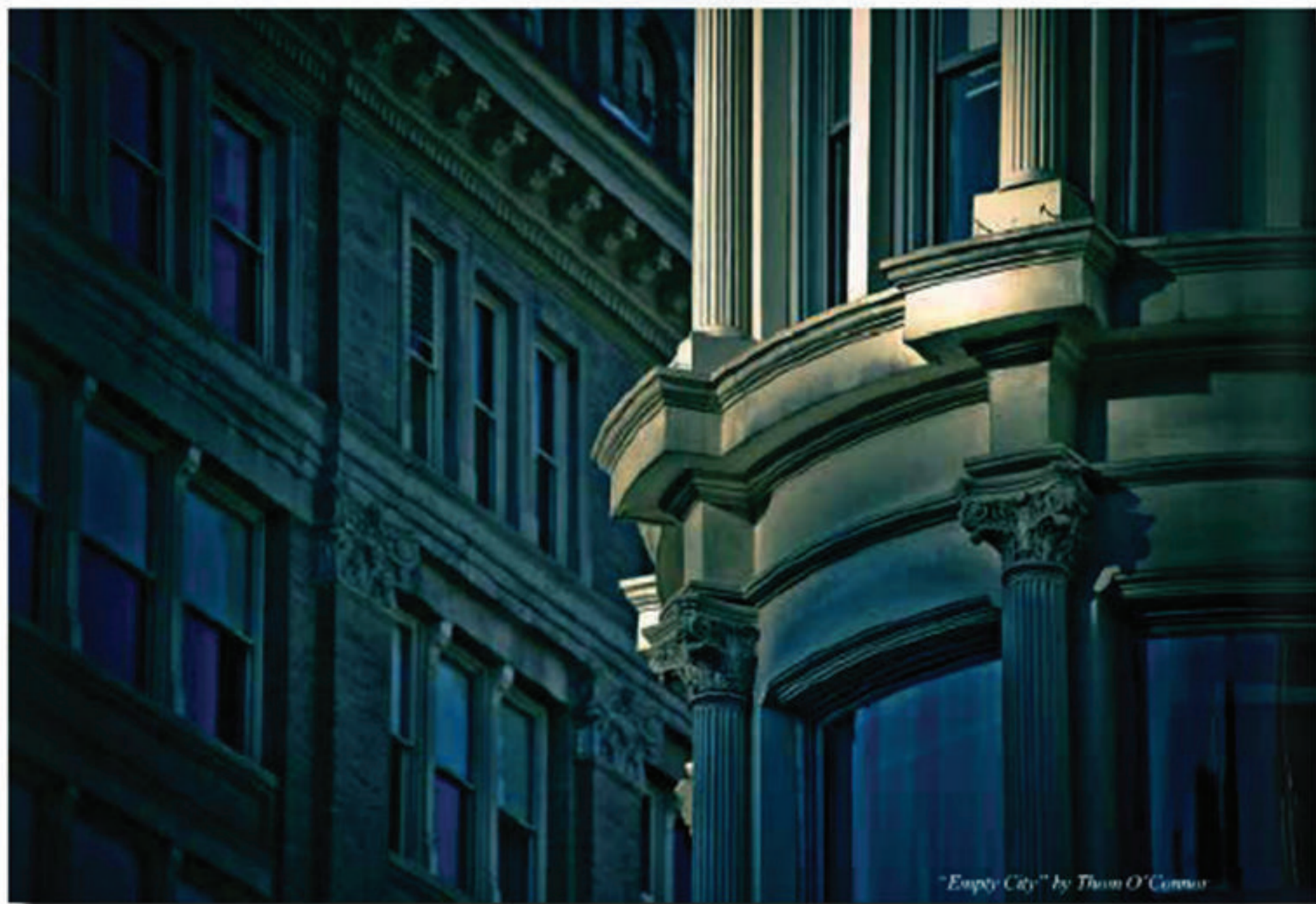


Elevating the Ordinary to the Extraordinary at fotofoto gallery



"Empty City" by Thom O'Connor

Fotofoto gallery, the premier fine art photography gallery located in the heart of Huntington, will usher in its tenth anniversary with a month-long celebration which includes an exhibition of work by 30 current and former artists.

Holly Gordon, an award-winning photographer whose images have graced the pages of the New York Times and Newsday, frequently serves as publicist for the non-profit collaborative artistic showcase.

The gallery, which moved to its current location in 2011, represents artists from across Long Island and the metropolitan area.

"It is a jewel commensurate with galleries in Manhattan,"

Holly said of the space that affords photographers the best of all artistic worlds: the opportunity to host solo shows and participate in group exhibitions.

What makes fine art photography unique is that, rather than being representational or documentary, the images reflect a personal vision, and therefore "recreate reality" in a very real sense, Holly explained.

"Fine art photography elevates the ordinary to the extraordinary," Holly indicated, adding that, while photography tends to be a rather solitary endeavor, the gallery allows for networking and "gives us as a core of artists full freedom to practice our vision free from the external encumbrance of rules."

"The gallery is invaluable. It provides a legitimate venue for exposure," Holly said of the exhilarating platform of possibility and discovery that fotofoto gallery provides for emerging artists.

The exhibition includes an evocative photograph taken by Holly in Guilin, China, of particular interest to me because the 2006 movie, "The Painted Veil," starring Ed Norton and Naomi Watts, was filmed there.

In the midst of a very gray day, Ms. Gordon suddenly spotted something magical and captured it with her camera. The resulting ethereal, painterly image, "Guilin Landscape," focuses on a grove of yellow and green poplars set against the backdrop of the karst mountains; the color of the trees is made even more vivid by contrast with the bright blue sky.

"For me, color and light are everything," Holly commented of the moment that serendipity intervened and the light turned spectacular. "I was on the Li River. Even though I held my camera steady, the movement of the boat provided just the right amount of jiggle to make the colors of the myriad of leaves look like impressionist brush strokes," Holly said.

The public is invited to attend a free reception on Saturday, August 3 from 5 to 8 pm, where they will appreciate an abundance of diverse imagery, mingle with artists and discuss their work.

Fotofoto will also host a free gallery talk on the role of small galleries within the art world at large on Saturday, August 24 at 2 pm. Esteemed panelists will include Stephen Perloff, founder and



"Guilin Landscape" by Holly Gordon



"The Saint" by Annmarie Tornabene

editor of "The Photo Review," curator and lecturer Thomas Werner, and Ivy Brown of Manhattan's "Ivy Brown Gallery." Mr. Perloff, a widely respected expert on the photography market, has curated numerous exhibitions, and is also editor of "The Photograph Collector." Since 2001, Ivy Brown's gallery has been a creative haven for established and emerging artists who work in a variety of contemporary media. Mr. Werner, co-chair of the Parsons Faculty Council and former owner of Thomas Werner Gallery, teaches and lectures internationally on diverse topics, including photography and the art market. Reservations are suggested.

Fotofoto gallery, 14 West Carver Street, Huntington Village, is open Friday, 5 to 8 pm, Saturday, noon to 8 pm, Sunday, noon to 4 pm and by appointment. For information, contact Holly at (631) 666-8841 or visit <http://fotofotogallery.org>.

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Elise Pearlman, an arts and leisure journalist, has been reviewing photography and art exhibits, theater and restaurants for nine years. Her work has appeared in Newsday, Dan's Papers and Long Island Pulse Magazine as well as local newspapers. She creates the popular 'There's No Place Like Northport' calendar with her husband. She can be reached at LotusElise1@aol.com.