"Instantly Yours": A One of a Kind Exhibition of Instant & Instagram Photography

The PRC (est. 1976) launches its 40th anniversary year with a unique show of affordable artworks and series of events

Exhibition dates: January 21 – February 21, 2016 (drop off begins 1/7) | Receptions: 1/21 & 2/18, 5:30-8pm

BOSTON, MA: The PRC is turning 40 in 2016, so grab your party hats and help us celebrate! We have many exciting anniversary exhibitions and events planned, such as "Instantly Yours"; a special limited time $40 membership rate; a birthday party (more info to come), and a really exciting EXPOSURE, our annual juried exhibition (details and call for entry to launch soon). The PRC is excited to kick off our 40th birthday year with our unique offering, "Instantly Yours": A One of a Kind Exhibition of Instant & Instagram Photography.

Given Greater Boston’s ties to Polaroid and the PRC’s own legacy of Polaroid-themed work (we’ve had an exhibition every decade since we added a gallery), an Instant-meets-Instagram themed offering pays homage to our history, but also looks to the future! Via this open call, the PRC wants to SEE AND SHOW Polaroid SX-70, Type 600, Impossible Project, and Instagram images (the latter, printed either as Impossible images or as inkjets using our template available online). In addition to celebrating the PRC’s 40th, this exhibition/event pays homage to the SQUARE (as you can see by our logo, we’re fond of this shape).

PRC members, current and new, can exhibit up to 4 of their own original, unframed "instant" images—per person—on our gallery walls. Prints will be available for purchase at $40, with the proceeds split: 1/2 to artists, 1/2 to support PRC programs. The display will change and grow over the course of the show, akin to your YOUR WORK HERE, so keep coming back for more! Early drop off is encouraged: we’ll begin accepting works this week and next, January 7th & 8th and 14th & 15th, during our regular hours listed below and prints can also be mailed.

More info, guidelines, including the *required* form & a template, HERE >>> www.prcboston.org/.instantlyyours.htm
Join or renew at the special, limited time $40 membership level, HERE >>> www.prcboston.org/individual.htm

PROGRAMS & PARTIES: We are hosting two “Nights at the PRC” based on Instant photography from 6:30-8pm (see next page/reverse) and 8-9pm each Night will be set aside to make Instant Lab prints from Instagram or web-based images.

Preview/Makers Party - Thursday, January 21, 5:30-8pm
Closing/Pick Up Party - Thursday, February 18, 5:30-8pm

"Instantly Yours" is in collaboration with The Impossible Project and is dedicated to Eelco Wolf, one of the PRC’s first Board Presidents, PRC Interim Director in the 1990s, and past executive at Polaroid, Agfa, and Magnum Photos.

IN THE BACK GALLERY: "Off the Fridge"
Selections from The Curated Fridge, curated by Yorgos Efthymiadis, artists TBA

As the PRC itself started in someone’s loft, we’re delighted to showcase the first showing of The Curated Fridge, literally “Off the Fridge.” This unique “alt space” is the brainchild of Yorgos Efthymiadis, a fine art and architectural photographer and 2015 EXPOSURE alum. Since August 2015, he has hosted three guest-curated shows, including one by PRC Board Member Bruce Myren, on his actual fridge in Somerville, MA. Read more about The Curated Fridge in Don’t Take Pictures magazine here.

PRC & EXHIBITION HOURS: Thursdays, 11am-8pm and Fridays 11am-4pm. The PRC’s 5,000-volume Siskind library is open the same. Follow & use the hashtag — #InstantlyYoursPRC — on social media!

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UPCOMING PRC NIGHTS:

Our popular "Nights at the PRC" programs are held Wednesdays of every month and these events are an opportunity for PRC members to share and discuss their work and receive feedback, in an informal, fun, and supportive environment. Each Night is led by a different artist and with a different theme. For more information about Nights, our artist hosts, and how to sign up as a presenter, visit www.prcboston.org/nightsprc.htm. Interested and engaged audience members are welcome, no RVSP needed. Come, chat photo, and connect with #NightsatthePRC!

Wednesday, January 6th, 6:30 - 8pm* | Host: Tom Gearty | Theme: "Polaroid & Instant Photography"
Do you shoot with or create using Polaroid, Impossible Project, or instant films, new, expired, or in an experimental way? Then join us for a Night that explores all things instant! Our host this month is Tom Gearty, an artist, writer, and higher education professional. Gearty earned his MFA from Massachusetts College of Art and Design and is currently Director of Communications for MIT's School of Architecture & Planning. Gearty was a major contributor to several of Henry Horenstein's textbooks and has exhibited and taught photography around Boston. In addition to his work with the Holga, Gearty has captured a vast array of things, details, gestures, and moments in hundreds of Polaroid Type 600 images.

Wednesday, February 3rd, 6:30 - 8pm* | Host: Sonia Targontsidis | Theme: "Instagram, Social Media, & Photography"
* NOTE: These two special "Nights at the PRC" programs listed above are based on Instant photography, chemical (1/6) and digital (2/3), and held in honor of our exhibition "Instantly Yours." In January and February, regular Nights presentations will occur from 6:30-8pm and 8-9pm will be set aside to make Instant Lab prints from Instagram or web-based images.

Wednesday, March 23, 6:30 - 8:30pm | Host: Stephen Tourlentes | Theme: Night photography
Wednesday, April TBD, 6:30 - 8:30pm | Host: Sarah Malakoff | Theme: Interiors

CURRENT & UPCOMING PRC EXHIBITIONS — 2016 preview (subject to change)

More INFO on exhibitions >>> prcboston.org/schedule.htm

Evidence + Advocacy: SPE Northeast Member Juried Exhibition - and PRC Print Program Selections - Through January 10, 2016
This timely and exciting juried exhibition drew from a regional call for work from the Society for Photographic Education’s membership and mirrors the SPE-NE conference. More info at the exhibition’s special webpage: www.prcboston.org/SPE/spene2015exhibition.htm.

2016 PRC Student Exhibition - March 10 – April 17, 2016
This yearly exhibition honors the rich tradition of photography in the New England area and features work from the PRC’s Institutional Member Schools. For the 14th Annual show, between 15-20 schools and programs will be showcased.

EXPOSURE: The 20th Annual PRC Juried Exhibition - April 28 – June 26, 2016 - Juror/s: To be announced in early January
The PRC’s renowned juried exhibition showcases emerging and midcareer photographers from across the country. This year is its 20th annual iteration, which coincides with the 40th anniversary of the PRC itself. EXPOSURE is a great opportunity to view a slice of the best and brightest as selected by nationally-renowned jurors. Since its inception in 1996, the PRC’s juried show has showcased over 300 artists who have displayed several images each on the PRC’s gallery walls. This spring, we’re honored to participate in the upcoming Flash Forward Festival in Boston (May 1-8) with what’s sure to be a tremendous EXPOSURE 2016; the opening reception will be a part of FFF’s schedule and held on Thursday May 5th. The call for entries is going out VERY soon, and we can’t wait to share the unique and exciting details of this year’s unique and anniversary-oriented call and show.

FOR MORE INFO and PRESS IMAGES contact, Bruce Myren, PRC Board Member: brucemyren@prcboston.org

About the PRC: Founded in 1976, the Photographic Resource Center (PRC) at Boston University is an independent non-profit organization that serves as a vital forum for the exploration and interpretation of new work, ideas, and methods in photography and related media. The PRC provides a highly acclaimed exhibition program, workshops, special events, and an over 5,000-volume resource library to our members and the general public. It is supported by grants from the Massachusetts Cultural Council, several private foundations, BU, and the ongoing generosity of its members. Location and Hours: The PRC is located at 832 Commonwealth Avenue, Boston, MA, 02215 (BU West T stop on the B Green Line), 617.975.0600 (phone), 617.975.0606 (fax), email info@prcboston.org. The PRC’s hours are Thursdays 11am to 8pm & Fridays 11am to 4pm, and by appointment. Admission is a suggested donation of $5. The PRC is always free to BU students, faculty, and staff as well as its members, institutional member college, and to school groups with appointments. The PRC is accessible.

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