



M O M E N T O Capturing Moments and Memories

Remember when...? Plenty of memories are captured in photographs, and still others are conjured up and recalled when we handle the camera that took those pictures. MOMENTO is a collection of personal memories evoked by the cameras which recorded the important moments of our lives. Each camera is photographed using the collodion wet-plate process to make it appear to be an historic object. The cameras are paired with the short story or memory from the owner. MOMENTO is full of human experience and the technological dreams connected to the cameras.

MOMENTO includes 88 cameras from 24 owners. Noted photography critic A.D. Coleman has agreed to write an essay for the book, with fees and rights to be determined. Many of the cameras can be viewed online at: www.billwest.com/momento.

There are billions of photographs of the past and the memories of events in our lives which are indelibly connected to the cameras which captured the pictures. With each camera comes memories and reminiscences as vivid and vital as the pictures they captured. Everyone has memories which are conjured up when picking up that old camera which was integral part of the experience. The photographs in MOMENTO illustrate how quickly the technology of past imaging making has been made antique and obsolete.

MARKETING

Target Audiences:

- Photographers
- Camera, memorabilia & antique collectors
- General Interest – human interest stories and reminiscences have universal appeal.

Outreach Initiatives:

- Gallery exhibitions linked to publication. For exhibition each camera has been contact printed on 8"x10" silver gelatin photo paper. Many cameras have been photographed onto unique collodion wet-plate tintypes, Limited edition large format archival inkjet prints can be made from the scans of the glass plates.
- On the **MOMENTO** website, viewers will be able to post their photos of their cameras and stories, creating a social networking web site.
- Online e-cards website.
- Westheimer will collaborate with a publicist to select media targets in conjunction with publisher; will develop release, determine and undertake pitches.

COLLATERAL OPPORTUNITIES:

Additional products provide brand extension for MOMENTO, reinforcing the concept and expanding the concept to other audiences:

- Calendar
- Mini version for impulse purchase
- Postcards and postcard book
- Social networking website



More....

ABOUT THE AUTHOR

Bill Westheimer's photography has been used for scores of book covers with a wide range of publishers, dozens of corporate annual reports and countless editorial projects over the past 30 years. His extensive experience as a commercial photographer proves him professional, reliable, dependable, thrifty, brave, clean and irreverent.

He recently completed MANUAL: The Personalities of Hands, a book and exhibition of personal portraits told through photographs of hands. Westheimer has produced several other books including ODDYSEY, LLEWELLYN PARK 1857-2007, and VISIONS IN THE DARK. More information on these publications can be found at www.billwest.com/books

His Camera Obscura views of New York created with Charles Schwartz were recently exhibited at the Alan Klotz Gallery in New York's Chelsea gallery district and The Carl Solway Gallery in Cincinnati. Westheimer's work is in numerous collections including Atlantic Richfield Corp., JP Morgan Chase, Cincinnati Art Museum, Museum of Contemporary Art –San Diego, Goldman Sachs, Laguna Beach Museum and Pacific Bell.

He earned a B.A. in philosophy from Union College with additional study in photographic and graphic art. He has studied with renowned photographers Jerry Burchfield and Mark Osterman.

BOOK FORMAT – can be changed to publisher's design

- The dummy book is 7" high x 7" wide, hardbound or softbound.
- The pages are laid out as spreads with the photographs of the cameras on the right page and the memories on the facing left page with a brief explanatory note at the end of the book including a description of the process which created the images and book.
- Approximately 100 pages (88 cameras have been photographed)
- full color reproduction of the artwork.
- book design can be adapted to suit the publisher's requirements.

COMPETITION

There are no books exactly like MOMENTO. There is one apparently self-published book: Collecting Camera Memories by Adrian Warwick from the UK which is one man's memoirs about his cameras. It does not have the same kinds of photos or a variety of personal stories from many people. Dozens of books are available on the subject of collecting cameras, some encyclopedic and some for specific brands. There are many memoirs written by photographers, and biographies of photographers are numerous. The classic collections of Jason Schneider's Camera Collecting columns from Modern Photography are all out of print and have themselves become collectible. Copies of Schneider's books can be found on abebooks.com ranging in price from \$19 to \$379 indicating strong demand for books about old cameras. Cameras are a popular collectible and values range from affordable to exorbitant. Camera collectors have money to spend – both on the cameras and the books. The Japanese market for some collectible cameras is quite remarkable.

COMPLETION TIME:

All photography has been completed. The images have been digitized at high resolution. Timing would be a factor of the publisher's schedule. The design can be adapted to the publisher's requirements.

MORE INFORMATION:

Bill Westheimer's website: www.billwest.com

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