

Ballot Statement: Gabriella Marks, ASMP NM

Member since 2011

ASMP NM Board Member, 2013-2015

ASMP Chapter President, 2015-2018

Endorsements: Michael Clark, Jamey Stillings, David Halpern, Irene Owsley

For the past decade, I've been developing my career as an editorial and lifestyle photographer in Santa Fe, New Mexico. I'm eternally on the hunt for authentic moments, and I'm the kind of photographer who believes that listening - to the client, to the portrait subject, to the environment - is just as important as seeing.

My experience is that ASMP provides community - a way for new arrivals to learn the lay of the land, photographically speaking, from the scant professional resources (not a single professional gear rental shop in the entire state) to camaraderie for what can often be a solitary profession.

We're a modest chapter, numerically, but we're pretty tight knit community, and my commitment to ASMP on the regional level has been to foster that community internally while building partnerships with the other extraordinary photography entities here, from Santa Fe Photographic Workshops to the academic program at UNM to CENTER, host of the annual Review Santa Fe festival.

For the third year, ASMP New Mexico is a partner with many of these organizations in an initiative called PhotoSummer (PhotoSummer.org), a collaborative initiative that represents and actively promotes historical and contemporary photography in New Mexico.

I've also worked to expand ASMP's visibility and exposure across creative disciplines, like an annual student portfolio review in partnership with AIGA New Mexico as a way to reach out to the next generation of photographers. Our goal is to encourage the kind of introductions and working dialogues between designers and photographers (both for the reviewers as well as the reviewees) that lead to successful collaborations in the future.

But the project which has garnered the most attention, and of which I'm most proud during my tenure as chapter president, has been our chapter's successful efforts to bring THE FENCE, founded by United Photo Industries in Brooklyn, to New Mexico.

THE FENCE is the largest outdoor exhibit of photography in the US, hundreds of feet of photography displayed outdoors for months at a time, featuring narrative series selected by a world class jury of editors, curators and directors.

Unlike the other host cities that have either an established festival infrastructure or a photography foundation with developed endowment, ASMP New Mexico produces The Fence with an entirely volunteer crew, from fundraising to media outreach to installation to developing programming with local schools.

The process of bringing The Fence to Santa Fe has given ASMP significantly higher visibility within the state, as we work with the regional tourism office and local businesses to help make it happen. But perhaps the greatest impact has been to feature New Mexico photographers in addition to the nationally touring showcase.

I've always felt that you get out of ASMP what you put into it - that it's so much more than simply paying dues and accessing documentation - although of course that's a valuable resource. The more engaged we can inspire the membership to become, the more vital and resilient the organization, and the more rewarded the members.

I'm eager to bring my perspective - what I've learned about building community and exposure for ASMP locally - to the national conversation about how we continue to build a sustainable path forward for the organization and for our profession at large. Thank you for your consideration.
