



FotoFreo Inc.

ABN: 28 949 044 567

PO Box 681 Fremantle WA 6959

mail@fotofreo.com

Phone/Fax: +61 (8) 9335 9590

## THE CITY OF FREMANTLE FESTIVAL OF PHOTOGRAPHY

### A Summary of the FotoFreo 2008 Festival

*FotoFreo 2008: The City of Fremantle Festival of Photography* (FotoFreo 2008) took place between April 5 and May 4, 2008 and was the fourth FotoFreo festival.

The main programme for FotoFreo 2008 consisted of 31 core (curated) exhibitions involving 26 solo and 5 group shows in 19 venues. In addition, the FotoFreo Fringe Festival was made up of 59 exhibitions in 49 Venues and involving 71 photographers, not including large group shows such as the camera clubs. Festival events and activities included: 2 evenings of audio visual projections, a conference, a seminar, 8 informal lectures and presentations, 2 book launches, 6 workshops, 9 floor talks and a film screening. Overall there were a total of 90 exhibitions in 68 venues.

The main Festival venues in Fremantle for core exhibitions and events included the Fremantle Arts Centre, the Western Australian Maritime Museum on Victoria Quay, The Moores Building Contemporary Art Gallery, Notre Dame University of Australia, Kulcha Club, the Film and Television Institute, the Fremantle Prison, Kidogo and at Artsource. Further afield, core exhibitions were held at the Art Gallery of WA, the John Curtin Gallery, the Central TAFE Gallery and at the Johnston Gallery and the Turner Galleries.

The total number of visitors to all of the venues involved in the festival was estimated at 68,000. On average visitors were considered to have visited at least 2 to 3 venues suggesting that the total size of the 'FotoFreo audience' is now between 22,000 and 34,000 – a significant increase on past years. Furthermore, an estimated 9,000 + people came to Fremantle specifically because of FotoFreo and probably made more than one trip.

The media coverage for FotoFreo 2008 was substantial. There were 10 advertisements, some sponsored, in publications with a total circulation of 1.3 million; 9 substantial reviews in newspapers (state and national) with a total circulation of 1.2 million; 8 major reviews in art and photomedia magazines with a total circulation of 36,000; articles and reviews in free publications with a circulation of 519,000; and listings, notices and mentions in a variety of publications, mostly in WA, with a total circulation of 635,000. Two exhibitions were reviewed on ABC Sunday Arts, and one of these also got national coverage on channels 9 and 10. There were at least 50 websites with links to the FotoFreo website.

A major new initiative for FotoFreo 2008 was the commissioning of new photography by the internationally renowned Canadian photographer, Edward Burtynsky, who during 2007 came to Western Australia to photograph in the Eastern Goldfields and Pilbara.

This project was funded with direct sponsorship and support unrelated to the main Festival funding process.

The total expenditure on the 2008 Festival by FotoFreo Inc was \$610,000 of which there was an estimated \$200,000 of volunteer's time. However, if the cost of the exhibitions not funded by FotoFreo is added, it is estimated that the overall cost of the Festival would be in excess of \$730,000 – illustrating the leverage FotoFreo now gets from involving other venues and arts organisations.

From the press received, the surveys conducted and anecdotal comments it was clear that the festival was extremely successful. There was also a considerably greater awareness of the event as reflected in the growth of visitors to the Festival.

The big 'wins' for the Festival were the number of high profile exhibiting photographers, both national and international, who came to the festival; the undertaking of a commission project to create a unique exhibition for the festival; the several exhibitions that were accompanied by a book launch; the expansion of the Fringe Festival which really 'came of age' and the success of the workshop programme and which was a significant source of earned income. Also, we were able to launch our email newsletter.



Robert Pledge, Ed Burtynsky & Paolo Pellegrin

Participating photographers who exhibited and came to Fremantle for FotoFreo 2008 included **Edward Burtynsky** (Canada), **Jodie Bieber** (South Africa), **Adam Broomberg & Oliver Chanarin** (UK), **Paolo Pellegrin** (Italy), **Christophe Bourguedieu** (France), **Dow Wasiksiri** (Thailand), **Chen Nong** (China), **Mindaugas Kavaliauskas** (Lithuania), **Denis Darzacq** (France), **Marian Drew** (Qld), **Christopher Koller** (Vic), **Stephen Dupont** (NSW), **Hayden Fowler** (NSW) and **Gilbert Bel Bachir** (NSW)

In addition, a group show from the USA, **Contact/S: 30 The art of Photojournalism**, and curated by the internationally renowned Robert Pledge, was shown together with the **Walkley Awards**.

On the basis of the success of FotoFreo 2008, the FotoFreo Board of Management has been able to attract substantial funding from the City of Fremantle and Eventscorp, as well as additional funding from the WA Department of Culture and the Arts, to employ professional staff and to open a dedicated office.

Bob Hewitt  
Chair FotoFreo Inc Board of Management  
FotoFreo 2008 Festival Coordinator