

SOHO PHOTO

15 White Street New York, NY 10013
212.226.8571
www.sohophoto.com

For Immediate Release:

LYLE REXER TO BE JUROR OF SOHOPHOTO 2010, THE GALLERY'S 15th ANNUAL MEMBERS' JURIED SHOW.



The Pain of the Twin Towers © Marius Zgirdea
Winner of 2009 First Prize

APRIL 6 – MAY 1, 2010

OPENING RECEPTION: TUESDAY, APRIL 6, 6-8 PM

Gallery Hours: Wednesday thru Sunday, 1-6 PM; Friday April 23, 1-8 PM; Monday April 26, 1-6 PM; and by appointment

Contact: Wayne Parsons at info@sohophoto.com or 212.662.5532

New York, N.Y. – Soho Photo Gallery is pleased to announce that in April 2010, the entire Gallery will be devoted to **SOHOPHOTO 2010**, the 15th annual members' juried show. Once again, the members' show is being held to coincide with **TOAST**—the annual TriBeCa Open Artist Studio Tour that's scheduled for April 23 through April 26. Last year, TOAST brought more than 250 additional visitors to the Gallery during its four day run; we're hoping for a repeat performance in 2010.

The juror for this year's competition will be **Lyle Rexer** who has written extensively about contemporary art and culture and has also curated a number of exhibitions including "The Edge of Vision, Abstraction in Contemporary Photography." Rexer writes a column for *Photograph* magazine; and is the author of *The Edge of Vision: The Rise of Abstraction in Photography (2009)*; *Photography's Antiquarian Avant-Garde*; and *The New Wave in Old Processes (2002)*.

The work in **SOHOPHOTO 2010** will provide a unique opportunity to experience virtually the entire range of classic and contemporary photography—from pinhole, mixed media and digital photography to color, black and white, bleached and toned prints and those otherwise manipulated. One thing is certain: diversity will rule.

All the winners in **SOHOPHOTO 2010** will be clearly identified so that Gallery visitors will be able to compare their favorites with those of the juror, Lyle Rexer. The 2009 members' show had a wide variety of great work on display and this year's competition is sure to produce more of the same.

###

Soho Photo Gallery has been showcasing a broad spectrum of imagery by emerging and veteran photographers since 1971. The Gallery is in New York's historic TriBeCa district, three blocks south of Canal Street between West Broadway and Sixth Avenue. Subways: #1 to Franklin Street or the A, C, E, W, N, R or #6 to Canal Street.