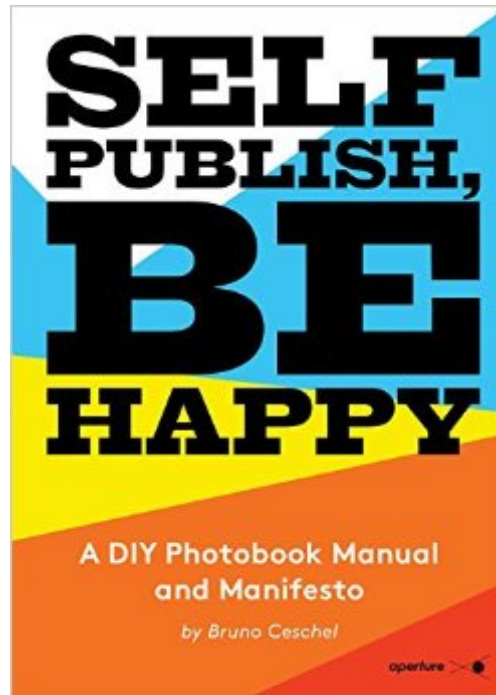


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# Self Publish, Be Happy: A DIY Photobook Manual And Manifesto



## Synopsis

An economic and cultural revolution has shaken the photobook world in the last five years: self-publishing. Operating as their own publishers, a generation of photographers have had an instrumental role in today's photobook renaissance. *Self Publish, Be Happy* offers a do-it-yourself manual and a survey of key examples of self-published success stories, as well as a self-publishing manifesto and bookmaking tips from the photobook community. The manual portion of this volume offers insight, advice and rudimentary how-tos for the photographer interested in self-publishing. The survey offers an overview of the contemporary self-publishing landscape; each case study illustrates a particular theme and genre of self-publishing (such as diary, documentary or conceptual object), and is accompanied by a personal testimony from the artist. Author Bruno Ceschel issues a rallying cry for all those involved in the contemporary photobook revolution, urging photographers to take control of a moment in which the photobook, in all its manifestations, has never before been so omnipresent in our cultural landscape, nor so critical to the photographer's practice.

## Book Information

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## Customer Reviews

This book is not only beautifully designed and printed and engagingly written, it is an invaluable resource, and will be an important historical snap-shot of artist-made photographic books from a transformative moment when such works became central to the world of contemporary photography. Unlike most such resources, Ceschel is not simply trying to establish a market hierarchy of 'important' or 'collectible' titles, but to expose the reader to a truly diverse

and seductive range of styles, formats, content and intention in independent photographic artists' books. The large reproductions, and the devotion of several spreads to each title, allows viewers to get a very physical sense of how the book-object operates, and to really take in the layouts and sequences as they would be experienced holding the books in one's hands. As a university teacher, I look forward to assigning this book to any class I teach focused on photo-books, or even in any advanced creative image-making course. But like the best teaching books, it is also a book for enthusiasts, collectors and other artists. Though celebrated and well-recognized books are represented here, many of the works included here are some hand-made in very small runs, or by young artists otherwise not very well known, and could easily slip from the record of photographic history. It is deeply important for anthologies like this to exist: ones that curate based on interest, experiential power and originality rather than name recognition and canonical expectations. Some viewers might be thrown off by the title, as it is not primarily structured as a technical, step-by-step, how-to book.

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