

“...a new language of images is apparently evolving, and with it a new use of words... Where the two mediums meet, they demand that each complement and complete each other so that they form one medium.”

—Nancy Newhall, *Aperture* magazine issue 1, 1952



June 18, 2014

Dear Friend,

Get advice from photographers like Katy Grannan and Hank Willis Thomas on how to fine-tune your own picture-making with *The Photographer's Playbook*. Immerse yourself in great essays on photography by art critic and novelist John Berger in *Understanding a Photograph* and gain fresh insight from David Levi Strauss's discussion of photography's changing role in society in *Words Not Spent Today Buy Smaller Images Tomorrow*, both the latest offerings from the *Aperture Ideas* series. Revisit the pleasures and mysteries of *Why People Photograph*, photographer Robert Adams's inspirational collection of essays, still in print two decades after its original publication. Chart the evolution of photography today through texts by Charlotte Cotton, Geoff Dyer, and Joel Smith, among many others, published each quarter in *Aperture* magazine.

Since its founding in 1952, *Aperture* has been a defining voice in the medium, fostering and promoting the best writing about photography. Good, accessible writing is key to how we understand artists' work, and how the landscape of photography is changing. Publishing words is central to how we at *Aperture* set out to contribute to the culture of photography—how we connect the threads of what photography was, is, and is becoming. *Aperture* is commissioning new writing every day for the magazine, the book program, *The PhotoBook Review*, our blog, and the soon-to-launch *Aperture* Foundation App.

I am writing to ask you to consider joining our growing community of photographers, students, educators, collectors, scholars, and other photography lovers as a Member. Alternatively, help us by making a tax-deductible gift to enable *Aperture* to continue to be a leading voice of the medium. Thank you, in advance, for your generosity and support.

With best wishes,

Chris Boot
Executive Director